



Strategic Retail Management: Text and International Cases

By Joachim Zentes, Dirk Morschett, Hanna Schramm-Klein

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The authors demonstrate the broad and complex topics of retail management in 15 lessons. Each lesson includes a thematic overview of key issues and a comprehensive case study. International best practice companies are used to highlight managerial implications and the key discussion points.

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Editorial Review

From the Back Cover

"Strategic Retail Management – Text and International Cases" is devoted to the dynamic development of retailing. The various strategy concepts adopted by retailing companies and their implementation in practice are at the core of the book. This is not a traditional textbook or collection of case studies, but is intended to demonstrate the complex and manifold questions of retail management in the form of 15 lessons that provide a thematic overview of key issues and illustrate them with the help of comprehensive case studies.

Internationally known retail companies are used as examples to facilitate an understanding of what is involved in strategic retail management and to present some best practices. The book can be used in teaching as a basis for working with case studies. For this purpose, the case studies are integrated into the lessons in such a way that they provide additional content and a specific application of the individual lessons. They form part of the main topic, but also lead to suggested discussion subjects and questions in order to deepen the understanding of the topic. Instructors are provided with additional resources. "Strategic Retail Management" is targeted primarily at students in their third and fourth academic year (undergraduate and graduate level) in the field of Business Administration/Marketing/Management at different institutions, such as universities, academies and business schools. In addition, practitioners in the consumer goods industry and in retailing companies who wish to obtain compact and practice-oriented information on current retail concepts will also benefit from reading this book.

About the Author

Joachim Zentes is Professor of Marketing and Management at the Saarland University, Saarbrücken, Germany. He is Director of the Institute for Commerce & International Marketing (H.I.MA.) and Director of the Europa-Institut at Saarland University. He holds a chair in Business Administration, with a focus on Foreign Trade and International Management. Joachim Zentes is also a member of various boards of directors and advisory boards in Germany and abroad. Prof. Dr. Dirk Morschett holds the Chair for International Management - Liebherr/Richemont Endowed Chair - at the University of Fribourg, Switzerland. Hanna Schramm-Klein is Assistant Professor of Marketing and Management at the Institute for Commerce & International Marketing (H.I.MA.), Saarland University, Saarbrücken.

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