

# BRIEF CONTENTS

## SECTION I THE WORLD OF RETAILING

- 1 Introduction to the World of Retailing 4
- 2 Types of Retailers 34
- 3 Digital Retailing 68
- 4 Multichannel and Omnichannel Retailing 106
- 5 Consumer Behavior 126

## SECTION II RETAILING STRATEGY

- 6 Retail Market Strategy 160
- 7 Financial Strategy 194
- 8 Retail Locations 220
- 9 Retail Site Location 242
- 10 Information Systems and Supply Chain Management 268
- 11 Customer Relationship Management 292

## SECTION III MERCHANDISE MANAGEMENT

- 12 Managing the Merchandise Planning Process 314
- 13 Buying Merchandise 356
- 14 Retail Pricing 384
- 15 Retail Communication Mix 410

## SECTION IV HUMAN RESOURCES AND STORE MANAGEMENT

- 16 Human Resources and Managing the Store 440
- 17 Store Layout, Design, and Visual Merchandising 474
- 18 Customer Service 510

## SECTION V CASES

- Cases 538  
Glossary 602  
Company Index 617  
Name Index 622  
Subject Index 632