## 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