



# Retail Management: A Strategic Approach (11th Edition)

*Barry R. Berman, Joel R. Evans*

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The text that helps readers thrive in today's retailing industry.

An Overview of Strategic Retail Management; Situation Analysis; Targeting Customers and Gathering Information; Choosing a Store Location; Managing a Retail Business; Merchandise Management and Pricing; Communicating with the Customer; Putting it all Together

For readers that want to incorporate a pre-defined and well-integrated strategy into their retail experience. This text also offers plenty of career advice and information for those seeking to expand their opportunities.



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