



## Cases in Retail Management

*Peter (Littlewoods Professor McGoldrick)*

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This casebook on retailing consists of 25 short and medium length real-life international cases. Arranged under nine major headings, the cases are placed in context by an introduction to each section. They cover a wide range of retailing subjects so making the book suitable for students taking a complete retailing course. The book contains further reading and discussion questions and is suitable for undergraduate (marketing degree), MBA, distance learning, CIM, HND and Institute for Retail Studies students.

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