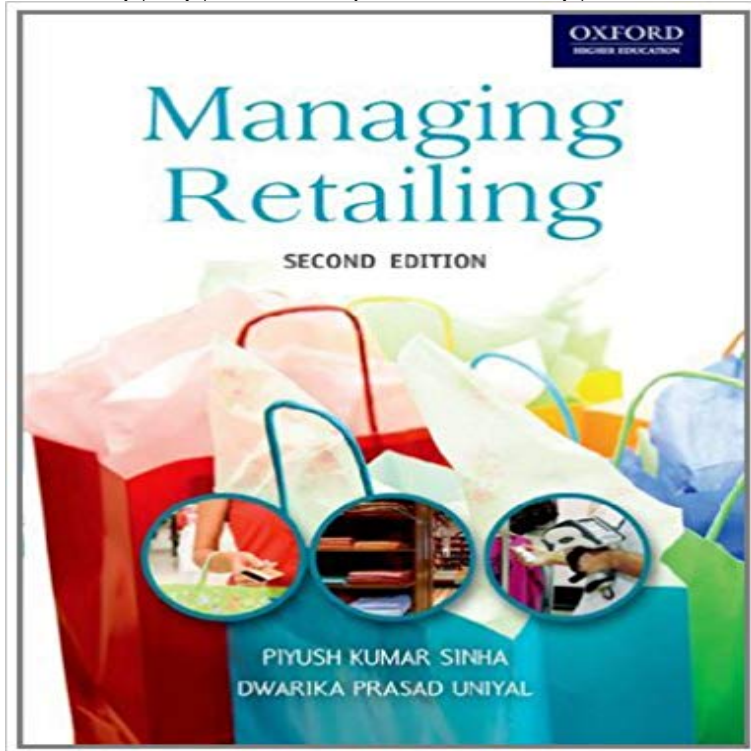


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Beginning with a historical overview of retailing and a discussion on the theories of retail evolution, the book discusses the opportunities and challenges faced by retailers in India and other developing countries in Asia, as well as the current scenario of the retail industry in other continents. It goes on to discuss shoppers and the phenomenon of shopping, retail store formats, store location, category management, and supply chain management. Finally, it discusses retail buying, store layout and design, retail marketing, point of purchase communication, pricing strategies and policies, store loyalty, the shop as a social construct, and technology in retailing. The book, with its coverage of real-life case studies such as Woolworth Limited in Australia, Nirantar Agrasar, and Fabmall would also be useful for professionals in managing day-to-day retail operations.

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