



Strategic Issues in International Retailing

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This important text takes a strategic approach, examining in-depth studies of a variety of retailers and marrying theory with practice to provide comprehensive coverage for students at every level.

Illustrating and evaluating the strategies of international retailers, developing concepts and theories that enable an understanding of international retailing and showing the contrasts in the approaches adopted by major firms in their international operations, this important text is a must-read for all those studying or working in international retail.

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