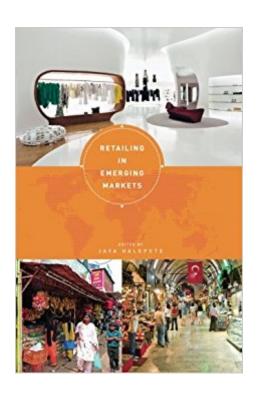
The book was found

Retailing In Emerging Markets





Synopsis

Emphasizing the apparel and beauty industries, Retailing in Emerging Markets provides an in-depth study of the retail landscape within Brazil, Romania, China, India, Russia, Turkey, Thailand, and Mexico. Each chapter focuses on a single country, discussing the organization of its retail industry, analyzing consumer behavior, and presenting strategies for effectively entering its market. Readers will emerge armed with a deeper understanding of the political, economic, and cultural factors driving each market-an understanding essential for building and maintaining a competitive edge in today's global retail environment. Instructors, contact your Sales Representative for access to Instructor's Materials.

Book Information

Paperback: 352 pages

Publisher: Fairchild Books; 1 edition (June 23, 2011)

Language: English

ISBN-10: 1609011287

ISBN-13: 978-1609011284

Product Dimensions: 6 x 0.9 x 8.9 inches

Shipping Weight: 1 pounds (View shipping rates and policies)

Average Customer Review: Be the first to review this item

Best Sellers Rank: #183,689 in Books (See Top 100 in Books) #63 in Books > Business & Money > Industries > Fashion & Textile #146 in Books > Textbooks > Business & Finance > International

Business #149 in Books > Business & Money > Industries > Retailing

Download to continue reading...

Step by Step Emerging Markets Investing: A Beginner's Guide to the Best Investments in Emerging Markets Step by Step Emerging Markets Investing: A Beginner's Guide to the Best Investments in Emerging Markets Stocks (Step by Step Investing Book 4) Retailing in Emerging Markets The Economist Guide to Emerging Markets: Lessons for Business Success and the Outlook for Different Markets (Economist Books) Private Equity Investing in Emerging Markets: Opportunities for Value Creation (Global Financial Markets) Breaking the WTO: How Emerging Powers Disrupted the Neoliberal Project (EMERGING FRONTIERS IN THE GLOBAL ECONOMY) The Changing Face of Church: Emerging Models of Parish Leadership (Emerging Models of Pastoral Leadership) Winning in Emerging Markets: A Road Map for Strategy and Execution The Emerging Markets of the Middle East: Strategies for Entry and Growth (International Business Collection) Doing Business in

Emerging Markets Cracking the Emerging Markets Enigma (Financial Management Association Survey and Synthesis) Retailing Management Retailing Retailing Principles: Global, Multichannel, and Managerial Viewpoints Fashion Retailing: A Multi-Channel Approach The New Science of Retailing: How Analytics are Transforming the Supply Chain and Improving Performance Retailing Logistics and Fresh Food Packaging: Managing Change in the Supply Chain Isn't It Obvious?: A Business Novel on Retailing Using the Theory of Constraints Retailing Management, 9th Edition Merchandising Mathematics for Retailing (5th Edition) (Fashion)

<u>Dmca</u>