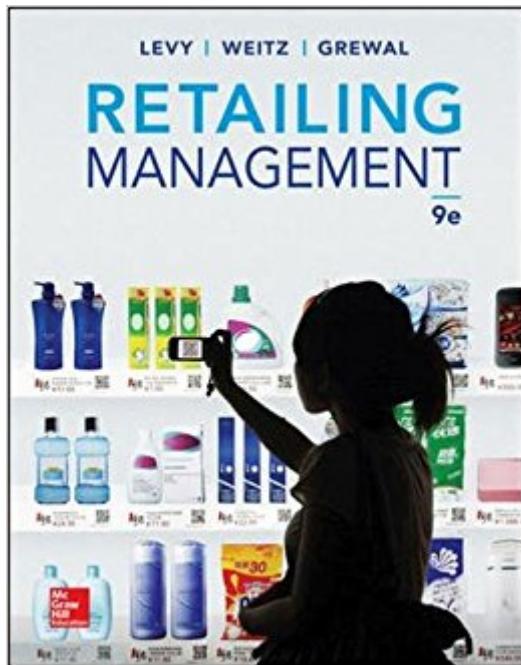


The book was found

Retailing Management, 9th Edition



Synopsis

Retailing Management's 9th edition places critical and practical emphasis on five exciting new developments in retailing's high tech, global, growth industry: (1) big data and analytical methods for decision making, (2) communicating with customers and enhancing the shopping experience with social media and smart phones, (3) utilizing mobile channels and providing a seamless multichannel customer experience, (4) engagement in corporate social responsibility and the social considerations of business decisions, and (5) the impacts of globalization on the retail industry. With focus on some of the most admired and sophisticated retailers in the world like Wal-Mart, Home Depot, , Starbucks, and Kroger, the 9th edition of Retailing Management provides challenging and rewarding opportunities for students interested in retailing careers and careers with companies such as IBM, Procter & Gamble, and Google that support the retail industry. New Vignettes in each chapter and the addition of Connect with SmartBook help the 9th edition of Retailing Management maintain and grow as the market's leading Retailing franchise. Retailing Management is proud to welcome Dhruv Grewal, Toyota Chair of Commerce and Electronic Business, and Professor of Marketing at Babson College, to the 9th edition author team. Dhruv brings years of academic experience and close collaborations with Michael Levy to co-author several retailing articles and co-edit the Journal of Retailing from 2001 to 2007, round out this powerful author team.

Book Information

Series: Retailing Management

Hardcover: 670 pages

Publisher: McGraw-Hill Education; 9th edition (November 20, 2013)

Language: English

ISBN-10: 007802899X

ISBN-13: 978-0078028991

Product Dimensions: 8.7 x 1.2 x 10.9 inches

Shipping Weight: 3 pounds (View shipping rates and policies)

Average Customer Review: 4.2 out of 5 stars 26 customer reviews

Best Sellers Rank: #1,453 in Books (See Top 100 in Books) #2 in Books > Business & Money > Industries > Retailing #5 in Books > Textbooks > Business & Finance > Marketing #7 in Books > Textbooks > Business & Finance > Management

Customer Reviews

Michael Levy, PhD, is the Charles Clarke Reynolds Professor of Marketing and Director of the Retail

Supply Chain Institute at Babson College. He received his PhD in business administration from The Ohio State University and his undergraduate and MS degrees in business administration from the University of Colorado at Boulder. He taught at Southern Methodist University before joining the faculty as professor and chair of the marketing department at the University of Miami. Professor Levy has developed a strong stream of research in retailing, business logistics, financial retailing strategy, pricing, and sales management. He has published over 50 articles in leading marketing and logistics journals, including the Journal of Retailing, Journal of Marketing, Journal of the Academy of Marketing Science, and Journal of Marketing Research. He currently serves on the editorial review board of the Journal of Retailing, Journal of the Academy of Marketing Science, International Journal of Logistics Management, International Journal of Logistics and Materials Management, ECR Journal, and European Business Review. He is coauthor of Retailing Management, 6e (2007), the best-selling college-level retailing text in the world. Professor Levy was co-editor of Journal of Retailing from 2001â “2007. Professor Levy has worked in retailing and related disciplines throughout his professional life. Prior to his academic career, he worked for several retailers and a housewares distributor in Colorado. He has performed research projects with many retailers and retail technology firms, including Accenture, Federated Department Stores, Khimetrics, Mervynâ ™s, Neiman Marcus, ProfitLogic (Oracle), Zale Corporation, and numerous law firms. He co-chaired the 1993 Academy of Marketing Science conference and the 2006 Summer AMA conference.Dhruv Grewal, PhD (Virginia Tech), is the Toyota Chair in Commerce and Electronic Business and a professor of marketing at Babson College. His research and teaching interests focus on marketing foundations, marketing research, retailing, pricing, and value-based strategies. He was awarded the 2005 Lifetime Achievement in Behavioral Pricing Award by Fordham University. He is a â œDistinguished Fellowâ • of the Academy of Marketing Science. He has also coauthored Marketing Research (2004, 2007). Professor Grewal has published over 70 articles in journals such as Journal of Marketing, Journal of Consumer Research, Journal of Marketing Research, Journal of Retailing, and Journal of the Academy of Marketing Science. He currently serves on numerous editorial review boards, including Journal of Retailing, Journal of the Academy of Marketing Science, Journal of Interactive Marketing, and Journal of Public Policy & Marketing. He served as co-editor of Journal of Retailing from 2001â “2007. Professor Grewal has won many awards for his teaching including, 2005 Sherwin-Williams Distinguished Teaching Award, SMA; 2003 AMA Award for Innovative Excellence in Marketing Education; 1999 AMS Great Teachers in Marketing Award; Executive MBA Teaching Excellence Award (1998); School of Business Teaching Excellence Awards (1993, 1999); and Virginia Tech Certificate of Recognition

for Outstanding Teaching (1989). He co-chaired: 1993 AMS Conference, 1998 Winter AMA Conference, a 1998 Marketing Science Institute Conference, 2001 AMA doctoral consortium, and 2006 Summer AMA Conference. Professor Grewal has taught executive seminars and courses and/or worked on research projects with numerous firms, such as IRI, TJX, Radio Shack, Monsanto, McKinsey, Motorola, and numerous law firms. He has taught seminars in the U.S., Europe, and Asia.

Good customer service however the book came with a note explaining why it had a different cover which was a bit disappointed as it never said in the product description that I would come with a different cover. I will be comparing its content to make sure is the one I need since it doesn't feel as heavy as the one in the bookstore and the texture of the pages is weird maybe it is just me but I am taking it to the bookstore to compare.

Great Book, really good price. Just needed it for the class, glad I could find a rental.

Needed this for school & got it in a timely manner. One random thing is it says not for U.S. sale so I'm not sure if it's supposed to be sold into the U.S.

Very easy to read and covers the basics well.

So informative!

Different looking book but inside everything is the same

Very informative class. New teaching method from McGraw Hill. Great rental price. This is a great book for consumers to read

Good quality for the price. Purchased for my class and saved money compared to purchasing from the school.

[Download to continue reading...](#)

Retailing Management, 9th Edition
Fashion Retailing: From Managing to Merchandising (Basics
Fashion Management)
Merchandising Mathematics for Retailing (5th Edition) (Fashion)
Merchandising Math for Retailing (4th Edition)
Retailing Principles Second Edition: Global,

Multichannel, and Managerial Viewpoints Experiential Retailing: Concepts and Strategies That Sell Retailing in Emerging Markets Merchandising Mathematics for Retailing (Fashion) Isnâ™t It Obvious?: A Business Novel on Retailing Using the Theory of Constraints Fashion Retailing: A Multi-Channel Approach Effective Leadership and Management in Nursing (9th Edition) Bundle: Fundamentals of Financial Management, Concise Edition, Loose-leaf Version, 9th + MindTap Finance, 1 term (6 months) Printed Access Card Strategic Compensation: A Human Resource Management Approach (9th Edition) Principles of Risk Management and Insurance (9th Edition) (Addison-Wesley Series in Finance) Introduction to Risk Management and Insurance (9th Edition) Introduction to Derivatives and Risk Management by Chance, Don M., Brooks, Roberts [Cengage Learning,2012] [Hardcover] 9TH EDITION International Management: Managing Across Borders and Cultures, Text and Cases (9th Edition) Developing Management Skills (9th Edition) Principles of Operations Management (9th Edition) Project Management: A Managerial Approach, 9th Edition

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)