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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.

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He is coauthor of Retailing Management, 9e (2015), which is the best-selling retailing text in the world; Marketing, fifth edition (2016) and M-Marketing, fourth edition (2015), all with McGraw-Hill Education. Professor Levy was co-editor of Journal of Retailing from 2001 to 2007. He co-chaired the 1993 Academy of Marketing Science conference and the 2006 Summer AMA conference.

~~Michael Levy | Retailing Management~~

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Synopsis. "Retailing Management" by Levy and Weitz is the best-selling textbook in the retailing market. Retailing is a high tech, global, growth industry that provides challenging and rewarding career opportunities for college graduates. This book and its corresponding tools and exercises were written to expose students to the excitement of retailing and prepare them for a career in retailing and related fields.

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Retailing Management by Levy and Weitz is the best-selling textbook in the retailing market. Known for its strategic look at retailing and current coverage, this new 6th edition continues to be organized around a model of strategic decision-making. One of the major advantages of the Levy/Weitz approach is the text's readability, organization, and its emphasis on how students can come to grips with real retailing issues and be able to solve problems.

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Topics covered include category management, international sourcing decisions, activity-based costing, quick response inventory systems and data-based retailing. There is a new chapter on Taking a strategic perspective, this text covers developments in retailing, and reflects the changing job market with the centralization of the buying function and limited jobs for buyers.

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