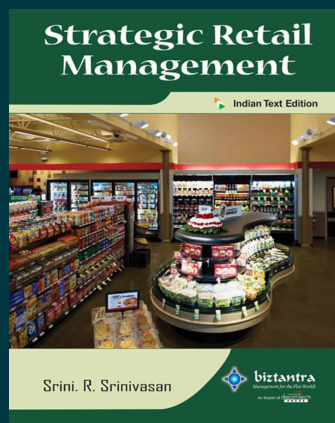




Strategic Retail Management

By S. R. Srinivasan

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This is India's first textbook that emphasizes on Indian Retailing aspects. The book is a blend of theory coupled with practical applications for a better understanding of the concepts so as to provide a thorough grounding in the subject. It contains specially formulated Indian case studies with real life situations. Here new chapters on Rural Retailing, Visual Merchandising, Unorganized Retailing & Category Management are also featured. This textbook is ideally suited for Post graduate and graduate students of all management courses of leading Indian universities and also corporate in the field of retailing apart from academic practitioners.

About the Author

S. R. Srinivasan

Prof. R.Srinivasan is working as a faculty at K.J. Somaiya Institute of Management Studies & Research and has considerable experience in corporates and academics.

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- Module I. Retail Conceptual Framework (6 chapters)
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