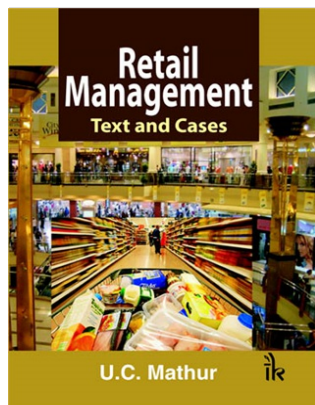


Retail Management: Text and Cases, 1/e

U.C. Mathur



2010	496 pp	Paperback	ISBN: 9789380578668	Price: 465.00
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About the Book

Retail ventures become successful due to a variety of reasons but major dilemma for retail entrepreneurs is the secret formula for continued success. The book provides the entire gamut of carefully crafted success themes which covers the retail business in its entirety. Competition gives the benefit of large product range, brands and competitive prices to the buyers.

Retail management is similar to the comprehensive management of a luxury liner that calls for round the clock operations. Retail operations starting from vendor and retailer selections through which the business gets its full impact when the customer gets the product/brand he wants, where he wants and when he wants. Virtual determinants of retail success have been thoroughly covered in the book besides the regular retail business areas

The book describe retail entrepreneurs selection of dealers, their motivation for selling their products in preference to competitive brands. Sales calls made on retailers by the principles, including call objective, call planning, call closure and feedback are highlighted for the benefit of the readers.

Salient Features

Salient Features:

- ▶ The book deals in all the aspects of retail business management including origin, customer studies, marketing, merchandizing and inventorying, pricing, HR aspects, competitive advantage and so on.
 - ▶ The chapters are followed by 16 case studies from the real business world.
 - ▶ Copious number of examples have been included to illustrate the concepts.
 - ▶ Each chapter provides an aim and outcome before explaining the topic per se.
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U.C. Mathur :- U.C. Mathur, recipient of Shiksha Rattan Puraskar, is Director, MDP and Professor, Integrated Academy of Management and Technology (INMANTEC). Besides teaching, he is involved in training the corporate managers, and corporate consultancy and has written textbooks on a variety of management subjects that are being used as textbooks in business schools both in India and abroad.

Professor Mathur started his career in the corporate world as a Junior Manager; came to hold positions as President and CEO World Digital, CEO Modi Telecom, CEO/Vice President Escorts Telecom and General Manager of Uptron. Later he took to teaching Management. He has taught at the Maharishi Institute of Management; Delhi School of Economics, Delhi University; Institute of Management Technology, Ghaziabad; Institute of Management Studies, Noida; Institute of Management Research, Ghaziabad; and Goa Institute of Management, Goa.