
Preface

The economic importance of retailing is constantly increasing, as can be seen from the development of many countries across Europe, America and Asia. In highly developed countries, retailers are taking an increased leadership role in every distribution channel. Expansion strategies, retail branding strategies, innovative solutions for supply chain management and many other developments all reflect this trend. Transformation countries such as those in Central and Eastern Europe and emerging countries such as China or Brazil are also seeing fundamental changes in retailing structures, which may lead to comparable developments.

Internationalisation has also led to profound changes. Formerly local or national retailers are increasingly developing into global players with worldwide operations.

Book Concept and Overview

This book is devoted to the dynamic development of retailing. The core focus is on various strategy concepts adopted by retailing companies and their implementation in practice. This is not a traditional textbook or collection of case studies; it aims to demonstrate the complex and manifold questions of retail management in the form of twenty lessons, where each lesson provides a thematic overview of key issues and illustrates them via a comprehensive case study. The examples are all internationally known retail companies, to facilitate an understanding of what is involved in strategic retail management and illustrate best practices.

The book is divided into four main parts. Part I (Chapters 1–6) introduces „Functions, Formats and Players in Retailing“. Part II (Chapters 7–10) deals with growth, internationalisation, retail branding and sustainability strategies as fundamental aspects of „Strategic Marketing in Retailing“. Part III (Chapters 11–16) focuses on the „Marketing Mix in Retailing“, discussing store location, merchandise and category management, pricing, marketing communication, instore marketing and customer relationship management. Finally, Part IV (Chapters 17–20), „Buying, Logistics and Performance Measurement“, deals with retail purchasing strategies and concepts, the modern concepts of physical distribution and IT-based supply chain management and methods of performance monitoring and controlling.

Teaching and Learning

The book is targeted primarily at students in their third and fourth academic years (undergraduate and graduate level) in the fields of Business Administration/Marketing/Management at institutions such as universities, academies and business schools. Practitioners in the consumer goods industry and retailing companies who want to acquire concise and practice-oriented information on current retail topics will also benefit.

The book can also be used in education as a basis for working with case studies. The case studies are integrated in such a way that they provide additional content and specific applications of the individual lessons. Thus, they form part of the main topic, but also lead to suggested discussion subjects and questions in order to deepen the understanding of the topic. Instructors are provided with additional resources. For each case study, draft solutions are provided via the publisher's webpage (www.gabler.de).

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