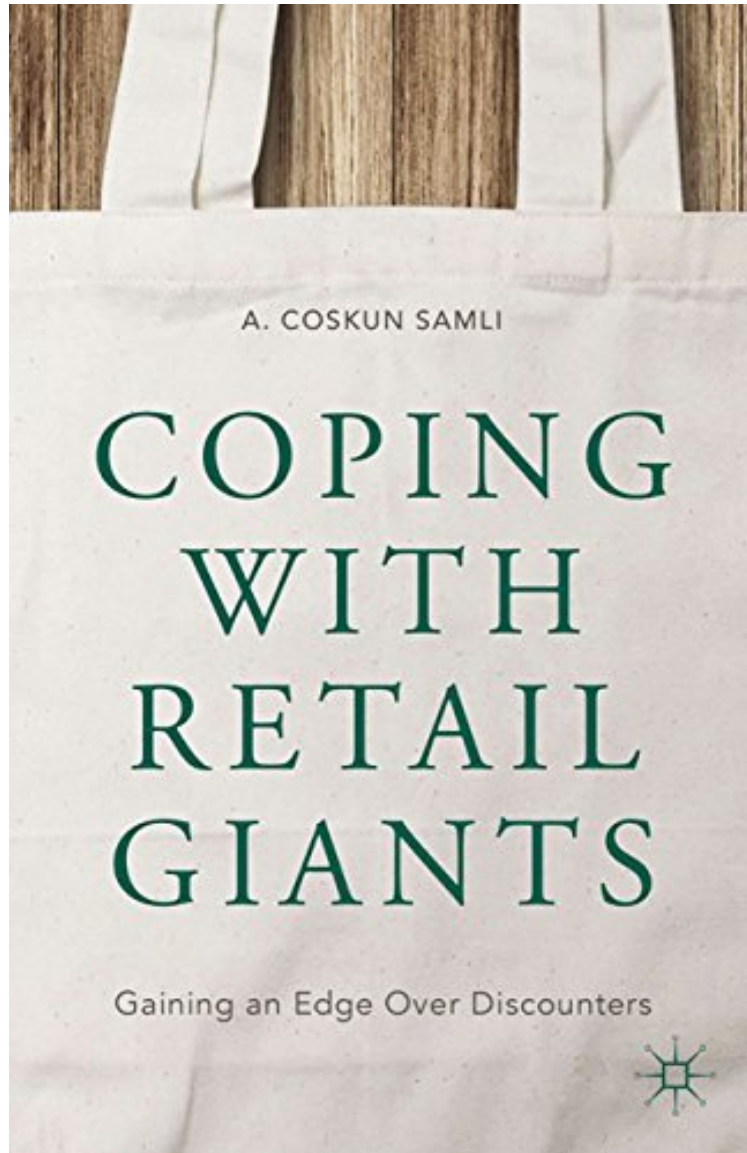


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## Coping with Retail Giants: Gaining an Edge Over Discounters

*A. Coskun Samli*

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**A. Coskun Samli : Coping with Retail Giants: Gaining an Edge Over Discounters** before purchasing it in order to gage whether or not it would be worth my time, and all praised Coping with Retail Giants: Gaining an Edge Over Discounters:

0 of 1 people found the following review helpful. Not worth the price.By D. SaverinoNot a very intuitive book to read. The book is filled with sweeping assumptions and generalities and a multitude of charts, abbreviations and catch phrases that are not cohesive. Most of the references are from the author's previous books. The premise of how one competes with the Giants is, "You can't, mainly because of the vastness of their resources". According to the author's

analysis, customer service and location are key. Not enough is dedicated to social media and e-commerce.

*Coping with Retail Giants* critically analyzes the modern retail market and identifies how businesses gain the competitive edge over the major retailers that currently control the market. Dr. Samli argues that as society advances economically, consumers will seek better values generated by the retailing sector.

"*Coping With Retail Giants* brings a welcome ray of hope to those who are tired and frightened of the increased and increasing encroachment of giant mass merchandisers throughout the retail sector. By combining theory with common sense, Samli provides an entrepreneurial roadmap to survival in an increasingly competitive, concentrated, and turbulent retail environment." - Ronald J. Adams, University of North Florida, USA "Through teaching, research and business experience, Samli has written a book which should be required reading for anyone studying retailing, engaged in retailing, or interested in understanding the market dynamics currently facing small and medium sized retailers in the United States and in the global marketplace. Samli offers a strategic perspective on how to compete and succeed in taking on the giant retailers without ever losing sight of the importance of the customer." - Edward Mazze, University of Rhode Island, USA  
About the Author  
A. Coskun (Josh) Samli is Research Professor of Marketing and International Business at the University of North Florida, USA. He is the author and co-author of almost 300 scholarly articles, 23 books, and 30 monographs. Samli has lectured extensively in Europe, Eastern Europe, the Middle East, Asia, and Oceania, and was very active in the Fulbright Commission.