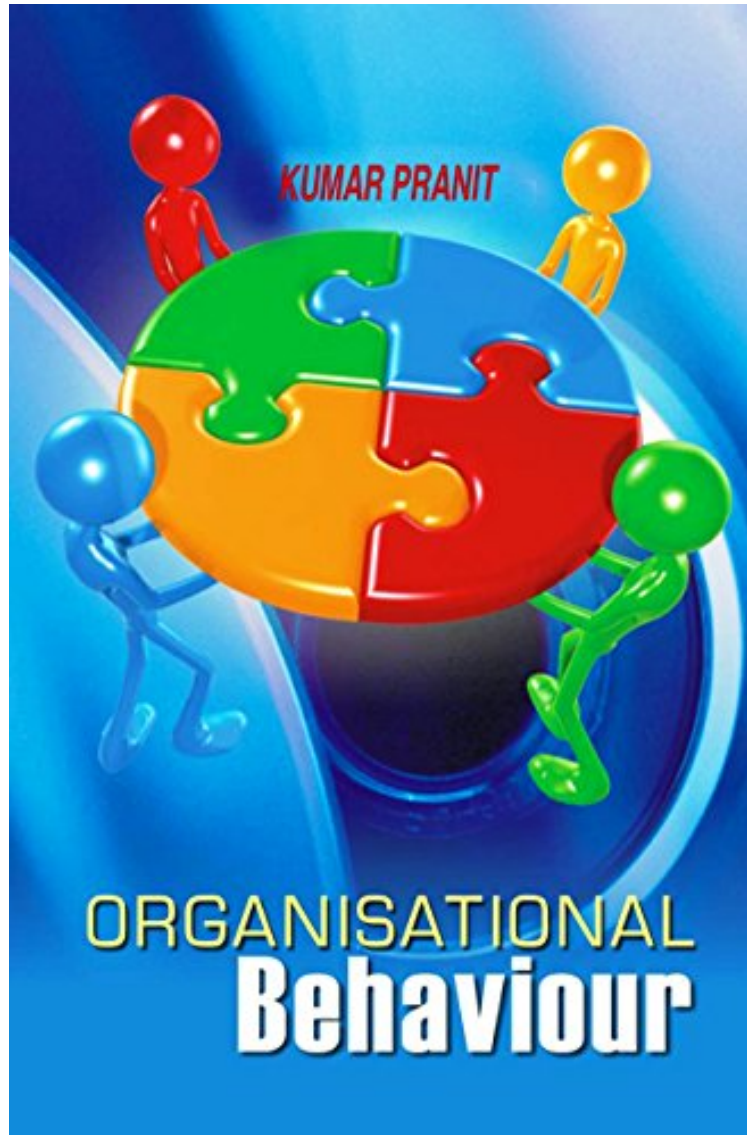


Organisational Behaviour

Kumar Pranit

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This book presents the intricacies of retailing from both academic and practical points of view. New changing business practices are actuating changes in the retail environment. Dearth of time and increase in incomes of public has created a need for new types of retail formats. This means retailers will have to have knowledge of knowing their customers

and anticipating their needs. As the economic structure in India is changing so is the field of retailing. What was once an unorganized sector, have transformed into an organized sector in the last decade. Malls, supermarkets, shopping outlets have mushroomed, calling for the practical application of modern management techniques to run them effectively and efficiently. This calls for retail managers to be expert at designing, planning, marketing, pricing, and promotion. This book presents the subject of Retailing as no other book in the market does. It introduces the subject in an absorbing way, is stimulating and motivates readers. This is a must- have book for everyone engaged in retail management.