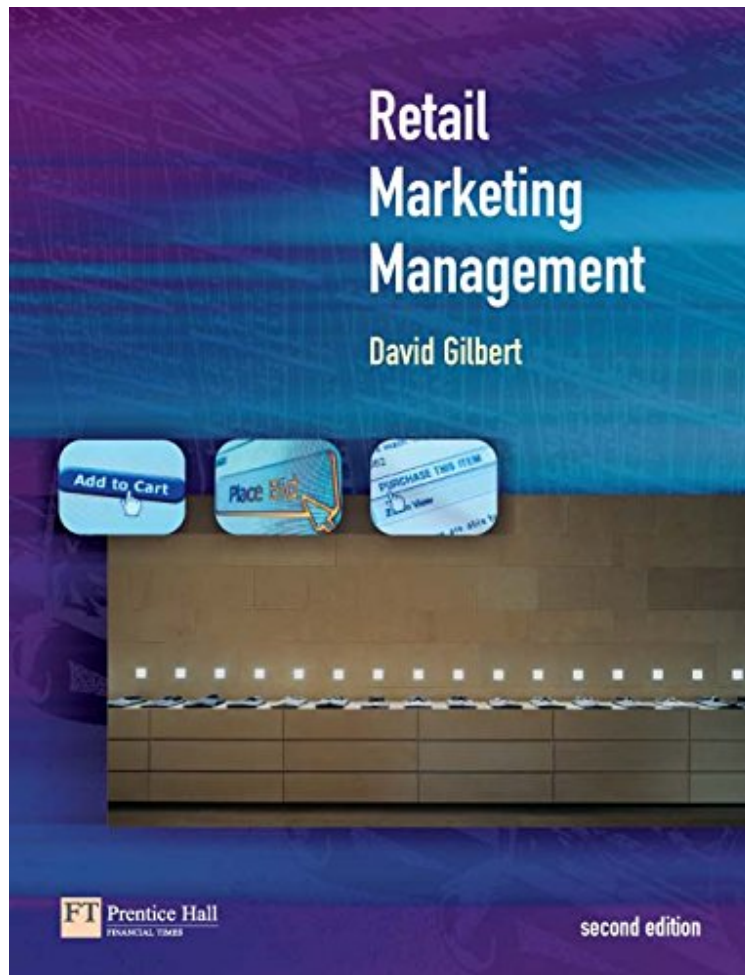


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David Gilbert

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For undergraduate and postgraduate courses in Retail Marketing and Marketing Management, and HND Retail Marketing. The second edition of this highly successful text offers a unique approach that combines retail marketing theory with the newer retail concepts and international examples. Building on the first edition this text starts by looking at the nature of retailing as an activity, then introduces retail marketing, followed by a discussion of consumer behaviour, the retail marketing mix, and other important issues such as location strategies, branding, the application of IT and ethics. This text takes an integrated approach to explaining the process of internationalisation, and the inclusion of plenty of international examples reinforces this approach. This book is seen as one of the few that

fully integrates retailing and marketing.