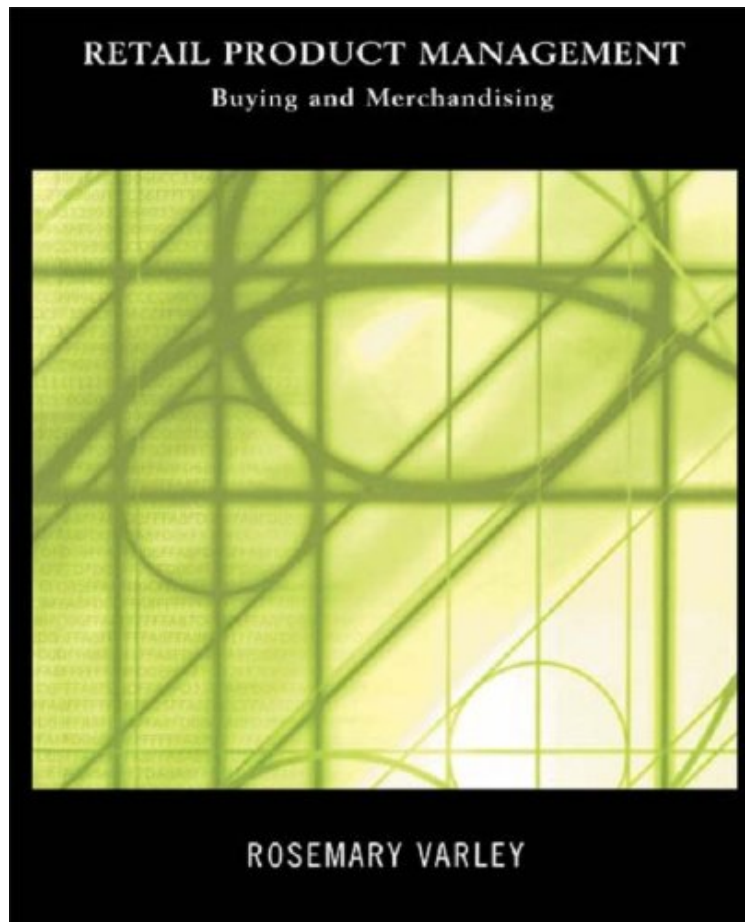


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Retail Product Management: Buying and Merchandising

Rosemary Varley

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Providing the opportunity to acquire a deeper knowledge of a key area of retailing management ndash; managing the product range ndash; this important text is essential reading for those studying retail management or buying and merchandising as part of a degree course. Challenging yet clearly presented, it links academic theory to the buying and merchandising roles within retail organizations and current operational practice. It covers all retail operations which revolve around the procurement of products, including:stock level managementallocation of outlet space for

productsstore designmail order shoppingdigital TV shopping. With learning objectives, boxed features, review questions, chapter introduction and summaries, a glossary of terms and international multi-sector case studies (including Reebok, Benetton, and The Body Shop), this significant text is a valuable reference for those involved in the retail sector.

‘The very definition of retailing has at its heart the successful procurement and management of products and assortments, which anticipates the needs of a firm’s target consumers. No amount of window dressing or technology will make up for mistakes made here. Rosemary Varley has been writing intelligently on this subject for over ten years. This is a welcome revision of her thoughtful and accessible text, addressing the contemporary challenges faced by retail product managers.’ - Dr. Jonathan Reynolds, University of Oxford, UK
‘This thorough book fills a gap and provides students and professional readers with much useful material.’ - E. B. Howard, Emeritus Fellow, Green Templeton College and Oxford Institute of Retail Management, UK
‘Provides an accessible, clear and comprehensive account of the complex issues, challenges and opportunities that are associated with superior retail product management.’ - Professor Christopher Moore, Glasgow Caledonian University
‘Unlike many texts, this book does not treat merchandising independent of other retail functions. As such, it is able to capture more accurately real-world concerns. In this updated edition, the increased use of figures and examples make the text even more accessible and exciting to students.’ - Leng Ho Keat, Assistant Professor, Nanyang Technological University, Singapore
About the Author
Rosemary Varley is Subject Director for Marketing and Retail at the London College of Fashion, UK. Prior to her academic career, she worked in product management and buying in a variety of retail businesses