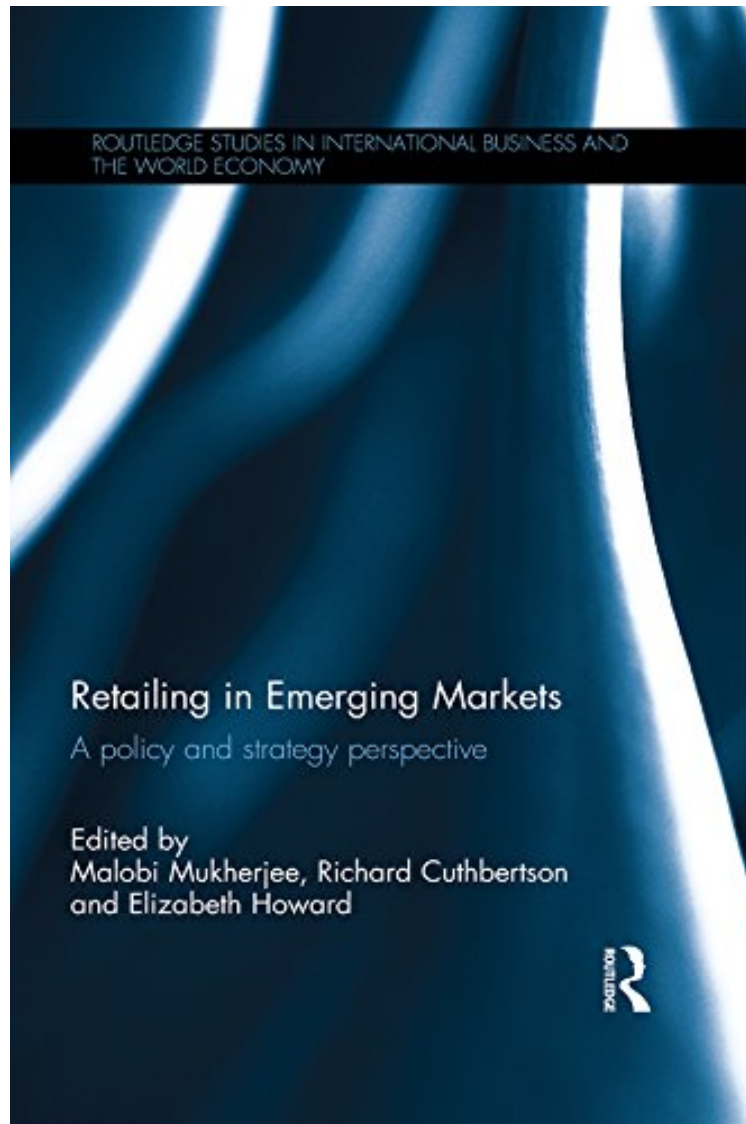


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Retailing in Emerging Markets: A policy and strategy perspective (Routledge Studies in International Business and the World Economy)

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in International Business and the World Economy):

Retailing is changing extremely rapidly in the emerging economies, both as a driver of social and economic change, and a consequence of economic development and the rise of consumer societies. Changes that took many decades in Europe or North America are happening at a much greater speed in emerging markets, while regulations continue to be hotly contested in these markets, raising questions about appropriate business strategies for both globalising firms and local contenders. While much has been written about retail in emerging markets, the focus has been primarily on the nature of entry strategies for Western retail companies. This book seeks to capture the impact of both internal and external regulations on retail development and strategy in emerging markets. It provides a comprehensive and up-to-date assessment of the development of retailing in a wide range of emerging economies, and seeks to capture the interplay between both retail policy and retail strategy and the theoretical implications of this on retail development as a whole. This book will be of interest to academics, researchers and advanced students with an interest in retail development in emerging markets, international business/strategy and international marketing.

'The international variety and inconsistencies in public policies towards retailing are well illustrated in this collection of studies. The editors, in drawing together contributions of specialists from each country, provide invaluable in-depth analyses of retail change in rapid growing emergent economies.' - John Dawson, Professor Emeritus, Universities of Edinburgh and Stirling, UK. 'This book looks in detail at the challenges and opportunities which retailers face in nine very different countries across three continents. The authors provide an incisive description of the context in which retailers have to operate in emerging markets, and the book provides an in-depth analysis which reveals the complexity and nuances of the historical, legal, political, competitive, socio-economic and cultural factors at work in each market. While an excellent reference work which summarises previous academic findings, punctuated by illustrative case studies, it's an accessible and enjoyable read, it should be required reading for retailers and policy makers alike.' - Alan Giles, Former Chairman of Fatface and CEO of HMV Group. 'There can be no doubt that retail development that took decades in Europe or North America happened and is happening much faster in emerging markets. However as many multinational companies have discovered the hard way, the changes follow very different patterns in different countries and markets according to the traditions, history, government, and other unique influences. There is no one size fits all solution! This book should be required reading for those desiring to understand why the differences happen and those who are planning new ventures, new marketing plans, or managing existing retail operations in an emerging market.' - Randy Guttery, CEO, Reliance Market, India
About the Author
Malobi Mukherjee is a Research Fellow at the Oxford Institute of Retail Management, Saïd Business School, University of Oxford. Richard Cuthbertson is a Research Fellow at the Oxford Institute of Retail Management, Saïd Business School, University of Oxford. Elizabeth Howard is Emeritus Fellow in Retailing at Green Templeton College and a founder member of the Oxford Institute of Retail Management