



Retailing in the Twenty-First Century 2nd Edition

Jay Diamond, Sheri Litt

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Retailing in the Twenty-First Century introduces students to the field of retailing with the most current retailing principles and practices. This comprehensive text covers such current shifts as retailers expanding into overseas markets and others repositioning themselves to respond to the latest merchandising and management trends. More and more retailers are reconsidering their customer bases and are focusing on multicultural consumer segments instead of merely relying on the "one size fits all" philosophy of the past. It is vital that both those already in the field and students who will soon enter the field be aware of the retailing principles and practices covered in this textbook.

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