

Librería
Bonilla y Asociados
desde 1950



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This best seller provides a balance between theory and practice, useful career information, and a comprehensive package of ancillaries. It takes a strategic approach to decision making.

The volume provides an overview of strategic retail management, and provides a careful examination of situation analysis, targeting customers and gathering information, choosing a store location, managing a retail business, merchandise management and pricing, communicating with the customer and integrating and controlling the retail strategy.