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Choose the one alternative that best completes the statement or answers the question. 1) A SWOT analysis is

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often conducted during which stage of the strategic retail planning process?

A) Establishing objectives ...

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Retailing Management - McGraw-Hill  
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Retailing Management by Levy and Weitz is the best-selling textbook in the retailing market. Retailing is a high tech, global, growth industry that provides challenging and rewarding career opportunities for college graduates.

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Retailing is a high-tech, global, growth industry that plays a vital economic role in society. The authors objective in preparing the eighth edition is to stimulate student interest in retailing courses and careers by capturing the exciting, challenging, and rewarding opportunities facing both retailers and firms that sell their products and services to retailers, such as IBM and

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Retailing Management 8th Edition -  
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Retailing Management is proud to welcome Dhruv Grewal, Toyota Chair of Commerce and Electronic Business, and Professor of Marketing at Babson College, to the 9th edition author team.

Retailing Management / Edition 9 by Michael Levy, Barton A ...

Retailing Management 10e highlights the many ways the retail industry has transformed and evolved over the past four years. In keeping with its market-leading tradition, the 10th edition focuses on key strategic issues with an emphasis on financial consideration and implementation through merchandise and store management.

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