



Retail Management

Sudarshan Seshanna, N. Raghu Prasad

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Retail Management presents retail in India and other emerging markets and covers core concepts, frameworks and universals in retail, very comprehensively—retail shopper and market segmentation; product planning and merchandise management; site selection and location analysis; layout and visual merchandising; store operations; and customer relationship management, among others. It builds primarily on consumer understanding and relies heavily on business models in retailing; disintermediation and the retail omni channel; and deeply on the Indian retail experience in modern trade. This very comprehensive first edition shows how retailers—both online and store-based—create unmatched retail solutions that deliver highly differentiated offerings to value, lifestyle and premium shoppers.

Salient Features:

1. Coverage of latest topics such as e-loyalty, Reducing Check Out and Price Tag Errors, Product Management Automation Practices of Global Retailers, Atmospherics in Internet Retailing, Market Potential Value Analysis, Value and Specialty Retail in Emerging Markets provide a unique dimension to this text
2. Showcase—a prominent chapter feature based on practitioner insights engages students to learn and discover retail management through numerous real-life examples of retail management in practice
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