



Retail Product Management: Buying and Merchandising

Rosemary Varley

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Introducing students to the product management process, this revised and updated second edition gives an insight into the operations and practices used by retailers to achieve their product strategy objectives.

Blending theoretical approaches from a number of management perspectives, including marketing, purchasing and logistics, this text illustrates the breadth of knowledge needed for this complex managerial task. Including photos, figures, tables and conceptual diagrams, it also examines the practical elements of product management.

Incorporating significant new chapters and integrating discussions on the relationship between the product and its selling environment, and the overall retail brand, this second edition builds on the foundations of the highly successful first edition, and uses a broad range of contemporary case studies and practical examples to give a clear and concise introduction to retail product management.

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