



Store Choice, Store Location and Market Analysis (Routledge Revivals)

Neil Wrigley

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This book, first published in 1988, brings together leading researchers from both the retailing business and the academic world to discuss the latest techniques of analysis and forecasting in the fields of store choice, store location, and market analysis. Its rationale is the major restructuring of the UK retailing industry which has taken place over the past twenty years, and the profound implications of that restructuring for the type of research necessary to understand, maintain and enhance corporate responsibility.

The contributors present accounts of the development of new and original methods for retail analysis and forecasting purposes. They lay stress upon practical methods which are accurate and robust, and which can operate with the type of data typically available to retailers. The book will provide a major work of reference for retailers, market researchers, retail analysts, estate managers, urban planners and geographers in many countries.

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