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referenced within the product**

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description or the product text may not be available in the ebook version. The continued advancement of globalization, increases in internet connectivity, compatibility of international payment systems, and adaptability of logistics and shipping

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processes have combined to contribute to the rapid growth of the cross-border e-commerce market. Due to these advancements and the ubiquitous presence of smartphones, consumer use of cross-border e-commerce is increasingly simplified,

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and thus, sellers are hardly restricted to a specific country in terms of promoting, selling, and shipping goods worldwide. The burgeoning opportunities, habits, and trends of shopping on cross-border e-commerce platforms have expedited

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the prospect of becoming a presence in the global market. This is true for enterprises of all sizes, especially for small? and medium?sized enterprises (SMEs) that want to add their footprint in the international market for the first time. Like any

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other industry, cross-border e-commerce has its specific economics and driving forces, but has different scopes, challenges, and trends due to the geographic and cultural expanse of relevant environments. Cross-Border E-Commerce Marketing and

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Management was conceptualized by identifying the scope of new complementary information with a comprehensive understanding of the issues and potential of cross-border e-commerce businesses. The authors believe that this book will not only

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fill the void in the current research but will also provide far-sighted vision and strategies, as it covers big data, artificial intelligence, IoT, supply chain management, and more. This book provides the necessary knowledge to managers to

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compete with the competitive market structure and ultimately contribute to the sustainable economic growth of a country. It works as a guideline for existing cross-border e-commerce managers to formulate individual strategies that combine to

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optimize the industry while keeping the enterprise competitive. This book is useful in both developed and developing country contexts. This publication is an ideal resource for academicians, policy makers, stakeholders, and cross-border e-

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**commerce managers, especially from
SMEs.**

**This edited book presents 18 papers
on Supply Chain Management and
Logistics in Latin America which
emerged from the second SCALE
Latin American Conference in 2018.**

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The collection covers a variety of relevant topics in SCM&L for the region, and also addresses its lack of cases and applied examples.

The development of a closed-loop cycle is a necessary condition so as to develop a circular economy model as

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an alternative to the linear model, in order to maintain the value of products and materials for as long as possible. For this motive, the definition of the value must be demonstrated for both the environment and the economy. The

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presence of these analyses should be associated with the social dimension and the human component. A strong cooperation between social and technical profiles is a new challenge for all researchers. End of life of products attract a lot of attention,

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**and the final output could be the
production of technologies suitable
for managing this waste.**

Shelved in the Service Economy

Disruptive Platforms

Self-Checkouts, Supermarkets, and

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the Do-It-Yourself Economy

Markets, Ecosystems, and

Monopolists

An International Perspective

Emerging Issues and New

Challenges in the Retail Supply

Chain

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Logistics and supply chains play a vital role in the overall success of retail management. This fifth edition of Logistics and Retail Management covers the major strides made in retail logistics and the challenges which remain, providing students and

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*professionals with the current thinking
and research in this strategic field.*

*Including chapters on
internationalization, corporate social
responsibility (CSR), and green
logistics, the book also explores
examples from successful*

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*organizations such as Schuh and
Tesco. Fully updated with the latest
international developments and on-
going changes in the field, Logistics
and Retail Management, 5th edition is
a multi-contributed collection from
leading academics and practitioners*

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and an expert editor team. The new edition also includes material on the luxury fashion industry and the logistical challenges of e-commerce. Logistics and Retail Management, 5th edition is the essential text for students of retail logistics and supply chain

Read PDF Global Powers Of Retailing 2017 The Art And Science Of *management, now with supporting online resources.*

Retail internationalisation refers to the establishment of retailers into foreign sales markets and is an important success factor for many retail chains. Logistics has been

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acknowledged as an important prerequisite and key component of retail internationalisation, enabling physical distribution to new foreign markets as well as ensuring customer satisfaction in terms of on-time delivery and product availability.

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Despite the recognition of logistics, logistics managers struggle to adapt their logistics organisation and operations in order to efficiently and effectively support retail internationalisation due to the complexity of operating in multiple

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markets. Previous research seldom mentions how logistics supports retail internationalisation, especially when retail chains are at the beginning of their retail-internationalisation journey. By exploring the supporting role of logistics during the early stage

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of retail internationalisation, retailers can better understand how logistics organisation and operations can be organised in order to successfully expand into foreign sales markets. Therefore, the purpose of this licentiate thesis is to: Explore the

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*supporting role of logistics during the
early stage of retail
internationalisation. This licentiate
thesis is based on an abductive,
multiple-case-study approach that
combines empirical data with
literature in an iterative process in*

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order to explore the supporting role of logistics during the early stage of retail internationalisation. The selected case companies were three large-sized Swedish retail chains that have recently established themselves into nearby foreign sales markets. The

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findings of this licentiate thesis suggest that logistics plays both a reactive and a proactive supporting role during the early stage of retail internationalisation. The reactive supporting role refers to logistics that adapts to predetermined conditions set

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by the retail company's top management team. As a reactive supporter, the logistics organisation is typically involved at an operational level and scales up its logistics operations in order to supply multiple markets. Beyond its reactive role,

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logistics can also play a proactive supporting role. This refers to its involvement at a strategic level within the retail company where it can influence the conditions of retail internationalisation. When logistics is involved more proactively, its

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operations can become better aligned with the other company operations involved in retail internationalisation. Furthermore, proactive logistics support enables more efficient and effective logistics that can better cope with increased complexity as well as

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more effectively keeping track of logistics costs. In addition to these findings, the importance of top management has been identified as a key aspect of proactive logistics support. More specifically, logistics competence within the top

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management team enables logistics to be prioritised at a strategic level and to be better integrated during retail internationalisation, including during individual establishments into new markets. The findings also suggest that the importance of logistics

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increases over time during retail internationalisation. The more markets the retailer enters, the more important efficient logistics becomes in order to deal with both complexity and logistics costs. By involving proactive logistics from the start of

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retail internationalisation, retail chains can more efficiently and effectively establish into and operate within foreign sales markets, which in turn supports a sustainable retail internationalisation. One of the main academic contributions of this

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licentiate thesis has been to study logistics in the specific context of retail internationalisation, which has previously not been researched in any great detail. In addition, logistics has often been studied as a static aspect, but in this thesis it is studied from a

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dynamic perspective in order to understand how its supporting role changes over time during the early stage of retail internationalisation. Another important contribution is that the role of logistics has been studied from both a strategic and an

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operational level, as previous research has mostly focused on the strategic level of logistics related to retail internationalisation. In terms of practical contributions, this licentiate thesis clarifies the logistics characteristics and supply-chain

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capabilities that support the early stage of retail internationalisation. This licentiate thesis can also help practitioners to better prepare their logistics organisation and logistics operations for a future retail internationalisation, as well as helping

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them to avoid making logistical mistakes during the early stage of retail internationalisation.

Gain the understanding you need to address all of the decision areas in marketing practice today with the most current principles of marketing

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resource -- Pride/Ferrell's

FOUNDATIONS OF MARKETING

9E. This edition blends marketing fundamentals with discussions of the latest, emerging topics and contemporary trends reshaping marketing today. You examine the

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power of market research and analytics and the impact of artificial intelligence on marketing choices. This edition also introduces you to marketing within social media, digital marketing, ethics, globalization and marketing technology interface.

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Updated intriguing visuals, timely content, real cases and fascinating videos work with the book's inviting presentation to emphasize the importance of what you're learning and to guide you in effectively putting principles into practice in today's fast-

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*paced business world. Important
Notice: Media content referenced
within the product description or the
product text may not be available in
the ebook version.*

*Parallel to the physical space in our
world, there exists cyberspace. In the*

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physical space, there are human and nature interactions that produce products and services. On the other hand, in cyberspace there are interactions between humans and computer that also produce products and services. Yet, the products and

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*services in cyberspace don't
materialize—they are electronic, they
are millions of bits and bytes that are
being transferred over cyberspace
infrastructure.*

*Green Economy in the Western
Balkans*

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Smart Green World?

TEXT & CASES

Towards a Sustainable Future

Global Marketing Management

***International Retailers' Performance
in Host Countries***

The Supporting Role of Logistics

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***during the Early Stage of Retail
Internationalisation***

*Volume 11 of the Handbook
of Green Chemistry series
identifies, explains and
expands on green chemistry
and engineering metrics,*

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describing how the two work together, backed by numerous practical applications. Up-to-date and authoritative, this ready reference covers the development and

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application of sustainable chemistry along with engineering metrics in both academia and industry, providing the latest information on fundamental aspects of

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metrics, practical realizations and example case studies.

Additionally, it outlines how metrics have been used to facilitate developments in sustainable and green

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chemistry. The different concepts of and approaches to metrics are applied to fundamental problems in chemistry and the focus is firmly placed on their use to promote the development

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and implementation of more sustainable and green chemistry and technology in the production of chemicals and related products. Starting with molecular design, followed

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by chemical route evaluation, chemical process metrics and product assessment, by the end readers will have a complete set of metrics to choose from as they move a

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chemical conception to final product. Of high interest to academics and chemists working in industry.

The three-volume set CCIS 1224, CCIS 1225, and CCIS

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1226 contains the extended abstracts of the posters presented during the 21st International Conference on Human-Computer Interaction, HCII 2020, which took place in

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Copenhagen, Denmark, in July 2020. HCII 2020 received a total of 6326 submissions, of which 1439 papers and 238 posters were accepted for publication in the pre-*

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conference proceedings after a careful reviewing process. The 238 papers presented in these three volumes are organized in topical sections as follows: Part I: design

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and evaluation methods and tools; user characteristics, requirements and preferences; multimodal and natural interaction; recognizing human

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psychological states; user experience studies; human perception and cognition.

-AI in HCI. Part II:

virtual, augmented and mixed reality; virtual humans and motion

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*modelling and tracking;
learning technology. Part
III: universal access,
accessibility and design
for the elderly;
smartphones, social media
and human behavior;*

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*interacting with cultural heritage; human-vehicle interaction; transport, safety and crisis management; security, privacy and trust; product and service design. *The*

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conference was held virtually due to the COVID-19 pandemic. The chapter "Developing an Interactive Tabletop Mediated Activity to Induce Collaboration by

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Implementing Design Considerations Based on Cooperative Learning Principles” is available open access under a Creative Commons Attribution 4.0

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The advent of e-commerce and the rise of hard discounters have put severe pressure on traditional retail chains.

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Boundaries are blurring: traditional brick & mortar players are expanding their online operations and/or setting up their own discount banners, while the power houses of

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online retail are going physical, and hard discounters get caught up in the Wheel of Retailing. Even successful companies cannot sit back and rest, but need to prepare for

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the next wave of change.

In the face of this complexity, it is all the more important to take stock of current knowledge, based on insights and experience

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from leading scholars in the field. What do we know from extant studies, and what are the ensuing best practices? What evolutions are ahead, and will current recipes still work

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in the future? This Handbook sheds light on these issues.

This edited collection collates the most up-to-date and important research within the area

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of operations and logistics management. Boasting the combined expertise of one of the largest logistics and operations management academic teams in Europe,

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it provides both depth and diversity in a balanced portfolio. The first two sections are concerned with key contemporary issues in the subject area, providing a current

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and up-to-date overview of the field. Section three presents a selection of important cross-cutting themes that impinge upon and inform teaching, research and practice,

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while the final section includes a celebration of research highlights and showcases cutting-edge applications from leaders in the field. Invaluable to students, researchers

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and academics alike, this book is compulsory reading for those active within operations and logistics research.

*The End of Online Shopping
The Evolution, Application*

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*and Future of Ephemeral
Stores*

Capturing the Gains?

*Making Digitalization Work
for Sustainability*

*Trends, Tactics, and
Examples*

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*Handbook of Research on
Retailing*

The Lean Supply Chain

An indispensable resource for
students of marketing,
management, and international
business In the newly updated
ninth edition of **Global Marketing**

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Management, a team of veteran marketers delivers an academically rigorous and practically relevant guide for marketing managers hoping to succeed in an increasingly competitive international business environment. Readers will discover

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state-of-the-art global marketing practices that can be implemented to achieve wide-ranging corporate goals. In the book, business majors will step through a variety of animating themes, including the explosive growth of information technology, the economic and

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political forces of globalization, and the increased influence of environmental, social, and governance changes. Global Marketing Management is an ideal resource for undergraduate and graduate students of marketing, management, and business.

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This book presents a multidisciplinary approach to the Western Balkans, addressing topics from the green image of a country, sustainable waste management, the way in which SMEs develop green entrepreneurship, sustainability in

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tourism and trade, green consumerism, energy efficiency, and conservation projects.

Agribusiness offers a unique introduction to the business of agriculture: what agribusiness is, why it matters, what the role of technology is, how trade fits into

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the picture, what its key risks are, who is lending and investing and why, and what returns they are getting. It is both practical in orientation – focusing on the role of managers in the industry as well as that of lenders and investors – and international in scope –

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drawing on case studies and interviews with key figures all over the world. The text ranges across various agricultural commodities to stress that there is no 'one size fits all' solution and successful management, lending or investment in agribusiness

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requires understanding specifics. Readers are introduced to the economics of the supply and demand of food, the role of agricultural trade, agricultural marketing and farm management along with key business aspects including: Main drivers of

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agribusiness value; Principal risks of agribusinesses; Agribusiness as an investment class; and Agribusiness lending: why, who and how. This engaging textbook offers a complete guide to the international business of agriculture which is ideal for all

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students, scholars and practitioners. A selection of eResources is also available to supplement this text, and instructors will find PowerPoint slides, discussion questions, case studies and further teaching materials available to them.

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Companies and policy makers are prioritizing environmental, social, and governance goals as part of their strategies. Academic research has started to focus on these issues, but many important matters require deeper investigation and reflection,

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especially in specific sectors. This book focuses on the sustainability issues within the retailing and services sectors. Starting the discussion around research-knowledge on CSR, the authors discuss the strategic aspects of managing sustainability in retailing

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and service companies and offer recommendations to effectively manage the marketing levers for sustainability. Readers will benefit from an in-depth analysis of the social responsibility practices of major retailers and their strategies. The authors also take

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an inside view of CSR by studying the angles of employee perception and job satisfaction, financial performance, and the more recent impact of COVID-19. Using this approach, they highlight the system of relationships existing between stakeholder-related

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concepts and organizational factors and how they affect sustainability strategy.

Seven Deadly Sins in Consumption
Cross-Border E-Commerce
Marketing and Management
Gender and Work in Global Value
Chains

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How Converging Technologies Are Transforming Business, Industries, and Our Lives

Strategic Retail Management and Brand Management

Emerging Trends of Retailing in Rayalaseema Region of Andhra Pradesh

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Principles of Marketing

The retail sector is an integral part of a national economy. From the political economy perspective, all consumer goods have surplus values locked up in them; the surplus values are not realized until the consumer

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goods are purchased by consumers through various distribution channels. As such, retailing is the essential link between production and consumption. The success of a retail business depends on two general factors: the location of

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the retail outlet, and management of the business. Both factors are equally important. If the business is located in the wrong place with the wrong customer base, it will not generate expected sales. Similarly, if the business is poorly

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managed and operated, it will not perform well even if the location is right. Influenced by both traditional and new location theories, Retail Geography is conceptualized and organized using the retail planning process as the framework. The technical

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and methodological chapters help guide the reader with detailed descriptions of the techniques and are supported with practical examples to reflect the latest software development. Retail Geography provides a state-of-the-art summary and will act as a

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core textbook for undergraduate and graduate students of economic geography interested in specializing in retail and business geography. The practical examples also make it a valuable handbook for practitioners in the field, as well

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as students of retail management and commercial real estate management.

In today's world of global change, it has never been more critical for businesses to adapt their strategies, management styles, and policies to match that

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of the surrounding environment.

Consumers are increasingly becoming more aware of the impact that businesses and product consumption have on environmental health. Thus, businesses have had to alter their production workflows to better

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suit a more environmentally conscious customer base. As society faces numerous issues related to the environment, health, poverty, and social justice, the need for socially responsible businesses is crucial to develop and improve the

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overall landscape of the business field. The Research Anthology on Developing Socially Responsible Businesses discusses the best practices, challenges, opportunities, and benefits of creating socially responsible businesses and provides a

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context of why these business models are needed. This essential text also considers how society has changed over time and how businesses must adjust their ideals and practices in order to survive in a changing world. Covering a range of topics such

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as accountability, environmental issues, and human rights, this major reference work is ideal for business owners, managers, policymakers, academicians, researchers, scholars, practitioners, instructors, and students.

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The book discusses the whole gamut of retail management emphasizing the changing retail environment in Indian and International context for conceptual clarity and mastery of retailing by the modern readers. It offers experiential learning

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through contextual case studies to render a better understanding of each functional area of retail management. Various aspects of retail management at the introductory level have been covered and explained lucidly, supported with examples,

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illustration and photographs to enable students to comprehend the subject matter with ease. The objective of the book is to give hands-on experience and learning of global retail practices to the students of management studies. Key Features • Thorough

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coverage of retailing in modern context, including e-retailing • Case-studies, caselets and examples to make students industry-ready • Bullet-point approach for key topics to highlight important information • Graphics to generate students'

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interest and make learning easy
Target Audience • MBA, PGDM
and PGPBA • Marketing
professionals and trainers

Offering a novel view on morality
in consumption, this book
creatively examines how the
seven deadly sins - pride, greed,

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lust, gluttony, envy, wrath, and sloth - are embodied in contemporary consumer society. Each of the seven chapters summarizes previous literature of the sins across disciplinary boundaries, and explores how consumption is likely to change

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in the future. The sins are presented as social, historical, cultural and political constructs, relying on the underlying assumptions of cultural consumer research. Each is elaborated on within particular consumption and marketing-related spheres,

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including advertising, retail environment, convenience food consumption, poverty, and ethical consumption.

Consequently, the book provides a new way to understand contemporary consumer culture. Although beginning with the dark

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notions of sinfulness, the authors conclude with a hopeful tone for positive transformations in consumption. This fascinating book will be of significant interest to consumer researchers and post-graduate students studying the effects of

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consumption in social science disciplines, including marketing, business and sociology.

Going Global: the Textile and Apparel Industry

Selected Papers from the 2018 MIT SCALE Latin America Conference

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Adopting Circular Economy

Current Practices and Future
Perspectives

Retail Worker Politics, Race and
Consumption in South Africa

Contemporary Operations and
Logistics

Retail Geography

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Achieving Excellence in
Turbulent Times

**Philip Kotler is S. C. Johnson
& Son Distinguished Professor
of International Marketing at
the Kellogg Graduate School
of Management, Northwestern**

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**University. Gary Armstrong is
Crist W. Blackwell
Distinguished Professor
Emeritus of Undergraduate
Education in the Kenan-Flagler
Business School at the
University of North Carolina at**

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**Chapel Hill. Lloyd C. Harris is
Head of the Marketing
Department and Professor of
Marketing at Birmingham
Business School, University of
Birmingham. His research has
been widely disseminated via**

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**a range of marketing, strategy,
retailing and general
management journals.**

**Hongwei He is Professor of
Marketing at Alliance
Manchester Business School,
University of Manchester, and**

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**as Associate Editor for
Journal of Business Research
In this book, Steffen Lange
and Tilman Santarius
investigate how digitalization
influences environmental and
social sustainability. The**

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information revolution is currently changing the daily lives of billions of people worldwide. At the same time, the current economic model and consumerist lifestyle needs to be radically

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**transformed if society is to
overcome the challenges
humanity is facing on a finite
planet. Can the much-
discussed disruption potential
of digitalization be harnessed
for this purpose? Smart Green**

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**World? provides guiding
principles for a sustainable
digital society and develops
numerous hands-on proposals
for how digitalization can be
shaped to become a driving
force for social**

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**transformation. For instance,
the authors explain why more
digitalization is needed to
realize the transition towards
100% renewable energy and
show how this can be
achieved without sacrificing**

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privacy. They analyze how the information revolution can transform consumption patterns, mobility habits and industry structures – instead of fostering the consumption of unneeded stuff due to

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**personalized commercials and
the acceleration of life. The
authors reveal how Artificial
Intelligence and the Industrial
Internet of Things pose novel
environmental challenges and
contribute to a polarization of**

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income; but they also demonstrate how the internet can be restored to its status as a commons, with users taking priority and society at large reaping the benefits of technological change in a

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most democratic way.

**Providing a comprehensive
and practical assessment of
both social and environmental
opportunities and challenges
of digitalization, Smart Green
World? Making Digitalization**

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Work for Sustainability will be of great interest to all those studying the complex interrelationship of the twenty-first-century megatrends of digitalization and decarbonization.

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**Over the last two decades
Tesco has emerged as a
dominant player in the UK
market and a leading global
retailer. The Lean Supply
Chain: 2nd Edition explores
how Tesco, over the last 20**

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**years or so, has built its
business around supply chain
excellence. As a mega-retailer,
Tesco has learnt to create a
balanced supply chain system,
supporting suppliers' needs as
well as customers'**

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**requirements. This
perspective, and an ambition
to act sustainably, has
underpinned a rebuilding of
trust in the Tesco brand and a
resurgence in commercial
fortunes. The first edition of**

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The Lean Supply Chain was highly acclaimed, winning the prestigious Prix des Association 2016, in Les Plumes des Achats & Supply Chain. In this new edition, containing new chapters on

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Tesco's current strategy, rebuilding trust in the brand and the CSR agenda, the authors chart the principles of lean thinking, customer loyalty and simplicity which were used by Tesco to frame its

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supply chain strategy. They draw upon their deep knowledge of how the retailer has dealt with challenges and market changes from both academic and practitioner perspectives to provide

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**lessons for other businesses,
large or small, who wish to
place how they manage their
supply chains at the heart of
their competitive strategy.
It has taken platforms only
twenty years to become digital**

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**economy hubs. They have
changed markets, enterprises,
and society. They have
expedited communication,
collaboration, and trade for
consumers, winning their
attention and collecting their**

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data. In doing so, they have made processes, products, and industries obsolete, and disrupted the expectations and behaviours of market players. This raises the question, are digital platforms

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global innovators or disruptive monopolists? Are they a solution to problems of the past or emissaries of a problematic future? This book provides a multi-faceted approach to platforms and

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**their profound impact on
markets and ecosystems.
Economic, managerial, social,
and political aspects are
analysed, and the
differentiation of platforms and
their disruptive potential is**

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**reviewed. The book also
examines the mechanism of
achieving a monopolistic
position, including in the
international supply chain, and
the greater influence of
platforms on political activity**

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**and contemporary democracy.
With examples from Poland,
USA, and China, the
contributions offer an
international evaluation of
disruptive platforms across a
multitude of industries. The**

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**edited collection, prepared by
scholars from the SGH
Warsaw School of Economics,
will be valuable to researchers
and academics across the
fields of strategic
management, marketing,**

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**innovations, international
business, and the digital
economy.**

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A review of E-Retail and the changes the digital universe are making to our life, industry, retail possibilities. A world where the barriers to buying, selling and creating products online are gone for

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*everyone. Read the story of -
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Dead, The Entrepreneurial
Revival, Customers Wear the
Crown, The Global Consumer,
and much more. Keywords: E-*

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*Retail, Digital, Wal-Mart,
Internet, individual*

*The first fifteen years of the
21st century have thrown into
sharp relief the challenges of
growth, equity, stability, and
sustainability facing the world*

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economy. In addition, they have exposed the inadequacies of mainstream economics in providing answers to these challenges. This volume gathers over 50 leading scholars from around the

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*world to offer a forward-
looking perspective of
economic geography to
understanding the various
building blocks, relationships,
and trajectories in the world
economy. The perspective is at*

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the same time grounded in theory and in the experiences of particular places. Reviewing state-of-the-art of economic geography, setting agendas, and with illustrations and empirical evidence from all

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*a radically revised, updated,
and broader approach to
economic geography. With the
backdrop of the global
financial crisis, finance is
investigated in chapters on
financial stability, financial*

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innovation, global financial networks, the global map of savings and investments, and financialization. Environmental challenges are addressed in chapters on resource economies, vulnerability of

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regions to climate change, carbon markets, and energy transitions. Distribution and consumption feature alongside more established topics on the firm, innovation, and work. The handbook also captures

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the theoretical and conceptual innovations of the last fifteen years, including evolutionary economic geography and the global production networks approach. Addressing the dangers of inequality,

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instability, and environmental crisis head-on, the volume concludes with strategies for growth and new ways of envisioning the spatiality of economy for the future.

This book uses empirical data

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to qualify contemporary social concerns regarding automation and jobs, while raising questions about the increasing creep of unpaid work into Americans' leisure time.

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*From the New York Times
bestselling authors of
Abundance and Bold comes a
practical playbook for
technological convergence in
our modern era. In their book
Abundance, bestselling*

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*authors and futurists Peter
Diamandis and Steven Kotler
tackled grand global
challenges, such as poverty,
hunger, and energy. Then, in
Bold, they chronicled the use
of exponential technologies*

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that allowed the emergence of powerful new entrepreneurs. Now the bestselling authors are back with The Future Is Faster Than You Think, a blueprint for how our world will change in response to the

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next ten years of rapid technological disruption. Technology is accelerating far more quickly than anyone could have imagined. During the next decade, we will experience more upheaval and

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create more wealth than we have in the past hundred years. In this gripping and insightful roadmap to our near future, Diamandis and Kotler investigate how wave after wave of exponentially

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accelerating technologies will impact both our daily lives and society as a whole. What happens as AI, robotics, virtual reality, digital biology, and sensors crash into 3D printing, blockchain, and global gigabit

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networks? How will these convergences transform today's legacy industries? What will happen to the way we raise our kids, govern our nations, and care for our planet? Diamandis, a space-ent

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*preneur-turned-innovation-
pioneer, and Kotler,
bestselling author and peak
performance expert, probe the
science of technological
convergence and how it will
reinvent every part of our*

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lives—transportation, retail, advertising, education, health, entertainment, food, and finance—taking humanity into uncharted territories and reimagining the world as we know it. As indispensable as it

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*“Doing Business in the Digital
Age: Challenges, Approaches
and Solutions”*

In this book a comprehensive
coverage of major retailing
topics and contemporary

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issues in retailing and branding is given, including many cases and practical examples. Besides introducing the topic strategic planning in retailing and fundamentals in the fields of the

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marketing mix in retailing, this book builds on e-tailing and digitalization. Moreover, trends and developments in consumer behavior and consumers' purchase decisions, especially in the fast

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moving consumer goods market, are explained. Furthermore, this book builds on the major topic strategic brand management and branding decisions in general and in particular within the retail landscape.

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This book argues that we need to focus attention on the ways that workers themselves have invested subjectively in what it means to be a worker. By doing so, we gain an explanation that moves us

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beyond the economic decisions made by actors, the institutional constraints faced by trade unions, or the power of the state to interpellate subjects. These more common explanations make workers

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and their politics visible only as a symptom of external conditions, a response to deregulated markets or a product of state recognition. Instead - through a history of retailing as a site of

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nation and belonging, changing legal regimes, and articulations of race, class and gender in the constitution of political subjects from the 1930s to present-day Wal-Mart - this book presents the

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experiences and subjectivities of workers themselves to show that the collective political subject 'workers' (abasebenzi) is both a durable and malleable political category. From white to black women's

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labour, the forms of precariousness have changed within retailing in South Africa. Workers' struggles in different times have in turn resolved some dilemmas and by other turn generated new categories and

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conditions of precariousness, all the while explaining enduring attachments to labour politics.

This book offers essential insights into various management concepts for

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retail and consumer packaged goods companies. Addressing a range of topics in the field of performance management, it presents concepts for management control, management reporting, planning &

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forecasting, as well as digitization-related aspects. The contributing authors share valuable lessons learned from real-world consulting projects and present innovative approaches to successful and

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effective management control at retail and consumer packaged goods companies. Lukas Morbe sheds light on important antecedents of international retailers' local performance including international strategies and

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their local implementation, local consumers' perceptions as well as the wider country- and format-specific environment. This topic is of exceptional relevance due to the specific challenges that retail companies face

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with their increasing internationalization. Retailers transfer their formats across the globe while their business is local in nature and requires attention to the performance in each individual host

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country. The results of the presented analyses aim to inform retail managers' decisions in international expansion and operation, but also allow for theoretical implications for future research in the fields of

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retail management and international business.

About the Author Dr. Lukas Morbe worked as research assistant at the Chair for Marketing and Retailing at Trier University, where he received his doctoral

Read PDF Global Powers Of Retailing 2017 The Art And Science Of degree.

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Conference, HCII 2020,
Copenhagen, Denmark, July
19-24, 2020, Proceedings,
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This book includes the best works presented at the scientific and practical conference that took place on February 1, 2018 in Pyatigorsk, Russia on the topic “Perspectives on the use of

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**New Information and
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Russia), the Center for**

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**Marketing Initiatives
(Stavropol, Russia), and
Pyatigorsk State University
(Pyatigorsk, Russia). The book
present the results of research
on the complex new
information and**

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**communication technologies in
the modern economy and law
as well as research that
explore limits of and
opportunities for their usage.
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following current topics in
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challenges and opportunities
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economies under the influence
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new vector of development of
the modern global economy,
economic and legal aspects of
using new information and
communication technologies in
developed and developing**

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**countries, priorities of using
the new information and
communication technologies in
modern economies, platforms
of communication integration
in tourism using new
information and**

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**communication technologies,
and economic and legal
managerial aspects and
peculiarities of scientific
research on the information
society.**

Retail is going through

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**difficult times and is suffering
the consequences of both the
economic crisis and the
digitization of society.**

**Fundamentally, there is a
bigger problem: stores cannot
keep up with the changing**

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**behavior of customers who are
connected 24/7, customers for
whom there is no distinction
between online and offline.**

**The End of Online Shopping:
The Future of New Retail in an
Always Connected World**

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describes how the smart, the sharing, the circular, and the platform economy are shaping a new era of always connected retail. Retailers urgently need to innovate if they want to stay relevant in a world dominated

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**by marketplaces and sharing
platforms. The book contains
inspiring examples from
different industries -- which
include the usual suspects
such as Amazon, Alibaba, and
Google, but also local startups**

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-- and covers all aspects of the customer journey, from orientation and selection to delivery. The End of Online Shopping provides an excellent overview of shopping trends and developments worldwide,

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**and offers readers
indispensable insights into the
future of retail.**

**This book focuses on the
changing gender patterns of
work in a global retail
environment associated with**

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**the rise of contemporary retail
and global sourcing. This has
affected the working lives of
hundreds of millions of
workers in high-, middle- and
low-income countries. The
growth of contemporary retail**

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has been driven by the commercialised production of many goods previously produced unpaid by women within the home. Sourcing is now largely undertaken through global value chains in

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low- or middle-income economies, using a 'cheap' feminised labour force to produce low-price goods. As women have been drawn into the labour force, households are increasingly dependent on

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**the purchase of food and
consumer goods, blurring the
boundaries between paid and
unpaid work. This book
examines how gendered
patterns of work have changed
and explores the extent to**

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**which global retail opens up
new channels to leverage more
gender-equitable gains in
sourcing countries.**

Cyberspace

Managing Sustainability

Pop-Up Retail

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RETAIL MANAGEMENT

**The Future Is Faster Than You
Think**

RETAIL STORE MANAGEMENT

*Ephemeral stores, also known
as pop-up stores, have existed
since the beginning of trade*

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between consumers. They appeared in city centres, villages or other convenient places where they proposed an offering and then disappeared as soon as its offering was wearied. This is a very similar experience to the

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***current phenomenon;
ephemeral stores appear
unannounced and disappear
without notice or can morph
into something else. Brands
adopt these stores because of
the array of benefits they
present and their***

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***characterizing features.
Consumers, on the other
hand, are not only positively
reactive to ephemeral stores,
they actively demand these
novel, engaging, satisfying or
beneficial stores more than
ever as they provide them with***

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constant change and surprise. Focusing on ephemeral retailing, this book aims to provide a clear understanding of what it is, how it developed and why it gained importance in today's busy retail scene. As many brands are adopting

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***ephemeral stores into their
distribution channels or using
them as unique touchpoints,
this book proposes a
categorization of ephemeral
retailing, explaining different
ephemeral store vocations
based on different brand***

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***strategies and objectives.
With many professional
opinions about ephemeral
stores and a body of academic
research developing, this book
aims to combine all
knowledge about the topic
into one concise publication:***

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it clarifies, consolidates and creates a clear understanding about the topic of ephemeral retailing that will inform future research and activity. The book is written for academics, students and retail professionals with an interest

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***in relevant fields such as
retail marketing and
management, brand
management and distribution.
The manufacturing and
distribution of textiles and
apparel products is a truly
global industry, making it***

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***crucial to understand current
political, social and economic
developments within the
international marketplace.
Going Global offers a
comprehensive framework
and approach to
understanding the global***

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***textile and apparel industries,
trade and markets. This
framework is used to
holistically examine the global
sourcing of textiles and
apparel in the context of the
supply chain sustainability.***