



# Retail Product Management: Buying and Merchandising

*Rosemary Varley*

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## **Retail Product Management: Buying and Merchandising** Rosemary Varley

Providing the opportunity to acquire a deeper knowledge of a key area of retailing management – managing the product range – this important text is essential reading for those studying retail management or buying and merchandising as part of a degree course.

Challenging yet clearly presented, it links academic theory to the buying and merchandising roles within retail organizations and current operational practice. It covers all retail operations which revolve around the procurement of products, including:

- stock level management
- allocation of outlet space for products
- store design
- mail order shopping
- digital TV shopping.

With learning objectives, boxed features, review questions, chapter introduction and summaries, a glossary of terms and international multi-sector case studies (including Reebok, Benetton, and The Body Shop), this significant text is a valuable reference for those involved in the retail sector.

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