



# Retail Marketing Management: Principles and Practice

*Helen Goworek, Peter McGoldrick*

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*'Retail Marketing Management* covers all the essential theories needed to understand the complicated business of retail: from understanding the consumer and purchasing of the product through to store layout and communications. The writing style is easy to follow, and the text is supported by diagrams and case studies which enhance understanding and learning. I would recommend this book to anyone who wants to learn more about the retail business.'

Nicole Dunlop, Course Director, London College of Fashion, UK

Retail Marketing offers a contemporary approach that combines retail marketing theory, current retail management practice and international examples. It begins by looking at the nature of retailing as an activity and then introduces retail marketing, followed by a discussion of consumer behaviour, the retail marketing mix, and other important issues such as location strategies, branding and ethics. The authors and expert contributors take an integrated approach to explaining the process of internationalisation, and the inclusion of international examples reinforces this approach.

The book is ideal for undergraduate and postgraduate students taking courses in retailing, as well as those studying for marketing and business degrees where retail marketing is a core module. The blend of retail theory, practice and live examples will also be of interest to practitioners in retailing and related industries.

## **Key features**

- Case studies and seminar discussion questions in every chapter
- Chapters and vignettes by expert contributors with a combination of academic and industry experience
- Retail practitioner cases which emphasise practical aspects as well as key theories in retail marketing
- New models that help to visualise interactions between marketing environments, retail marketing management decisions, and shopper behaviour
- Related online materials, including powerpoint slides

## **About the authors**

**Helen Goworek** lectures in the School of Management at the University of Leicester, where she teaches postgraduate modules in marketing, including 'B2B Marketing and Supply Chain Management'. She is the

author of two previous books about the fashion business, in addition to journal articles focusing on fashion buying and sustainability.

**Dr Peter McGoldrick** has held four professorial posts in retailing, and is currently at the University of Manchester, UK. He has published several books and over 150 research papers and articles, which have appeared in the *Journal of Retailing* and *Harvard Business Review*, among others. Best Paper awards include those at the World Marketing Congress and the 2014 Academy of Marketing Science.

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