

Coping with Retail Giants: Gaining an Edge Over Discounters PDF



by by A. Coskun Samli : **Coping with Retail Giants: Gaining an Edge Over Discounters**

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Description :

PDF-2be87 | Coping with Retail Giants critically analyzes the modern retail market and identifies how businesses gain the competitive edge over the major retailers that currently control the market. Dr. Samli argues that as society advances economically, consumers will seek better values generated by the retailing sector....

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