

Strategic Issues In International Retailing

Foreign direct investment (FDI) in food retailing has generated a considerable amount of attention in both the media and the business world throughout the 1990s, with a strong focus on Asian and Central and Eastern European countries. Among these countries, China is a key player and a nation that no international retailers can afford to ignore due to its population size of 1.2 billion and its rapid economic development. Food retailers from different parts of the world have been keen to use their modern retail concepts and technology to seek expansion opportunities in China. Consequently, two important questions emerge: What does the process of FDI in food retailing entail? Is the retail and distribution market in China easily entered? Regarding the first question, substantial research effort has been vested in this topic. However, a conceptual framework that incorporates the whole scope and complexity of the process is still lacking. For the second question, a prudent scrutiny reveals that foreign food retailers are confronted with a lot of complications due to the legacy of the previous command economy and the unique Chinese social and business structure. The thesis develops an analytical model in which critical variables, and their logical relationships, are used to analyse and explain the process of FDI of food retailers in the contemporary era, using China as the domain for the empirical work. Methodologically, the study adopts a qualitative approach using case studies with thirteen foreign food retailers in China. The research focuses on three main areas: long-term strategic objectives behind retail international expansion, market entry issues, and retail operational issues. Firstly, the long-term strategic objectives that underlie retailers' undertaking of foreign direct investment are investigated. Evidence shows that the prevailing concept of reactive retail internationalisation and the tenet of psychic distance do not fully reflect the reality of retail internationalisation. Secondly, three issues related to market entry are explored. The first issue is the legal and regulatory infrastructures that foreign retailers face when entering China. The second issue is the selection of Chinese partners, managing partner relationships and the share of managerial control. The third issue is the technical and political procedures of site selection and store development. The empirical work reveals that the lack of a systematic and well-developed legal system complicates the process of foreign direct investment and having a Chinese partner who possesses the appropriate guanxi network alleviates the problem. Furthermore, the exercise of dominant control over operational and managerial issues is practised by the foreign retailers in their joint ventures. Significant conflicts between partners appear not to exist under such an arrangement. On the other hand, political procedures of site selection and store development are found to be onerous. In terms of technical procedures, respondents reported that the methods that are being used in developed countries are not entirely applicable in China. The third area on which the research focuses is operational issues that foreign food retailers confront in the host countries. These include supply chain management; adjustment and adaptation; and development of human resources. Findings suggest that there are two types of retail know-how: core and peripheral. No changes to core elements should be made in the overseas operation so that the uniqueness of the individual retailer is preserved. Adjustments, however, have to be made to peripheral elements in order to match particularities of local consumer demand. A learningoriented culture within a retail organisation is found to be an important underlying element that contributes significantly towards successful retail internationalisation. Taking a holistic perspective, the foreign direct investment behaviour in the retailing sector and the manufacturing sector, from which the prevailing foreign direct investment theories were developed, appear to be very different. The foreign direct investment behaviour of retailers seems to be better explained and understood within a framework that emphasises market power seeking, stresses the dynamics of different elements that constitute retail know-how, and underscores the notion of knowledge accumulation and utilisation.

This book focuses on the development of strategies for the successful internationalization of large and medium-sized companies. Becoming international offers important opportunities for companies of all sizes, but in an increasingly complex environment, the strategic planning involved is also a challenge. The book addresses this, putting forward suggestions that allow large and medium-sized companies to profit from internationalization. After a comprehensive introduction to internationalization and strategic planning, the authors make clear recommendations, suggesting detailed processes for developing international strategies. The book distinguishes between going global for new markets and internationalizing production and sourcing. For both, the book proposes procedures for performing meaningful strategic analyses and for developing successful international strategies. Lastly, it highlights the challenges faced by international companies and discusses useful decision processes. The book offers valuable insights for company executives, participants in Executive MBA programs, and master's students.

Strategic Issues in International RetailingRoutledge

This Handbook suggests future directions for cross-cultural marketing research in a rapidly evolving global environment. It builds upon existing models and topics and addresses the methodological challenges of cross-cultural research and provides applied examples spanning various methodologies as well as industry sectors and country settings. In addition, contributors present new paradigms for future research.

Handbook on Cross-Cultural Marketing

Developing Local Leaders in International Multi-Site Operations

The Retailing Reader

A Qualitative Analysis

International Business Strategy

The Marketing Book

This book presents a collection of articles addressing a range of marketing strategies unique to emerging economies. It describes the component of strategic and tactical marketing, including the marketing mix, segments and targeting, product and market orientation, employing the Internet and social media, penetration and loyalty strategies and innovation, and other strategy issues in the marketing context. In addition, the book focuses on creating, communicating, and delivering customer value to emerging market consumers through diverse marketing strategies, processes, and programs in the context of emerging markets ' dynamics, consumer diversity, and competitors. Bringing together contributors from industry and academia to explore key marketing issues prevalent in India and other emerging economies, the book offers a unique and insightful read for a global audience. "This book, edited by Dr. Atanu Adhikari, offers important analytical and managerial insights into consumer behavior, firm strategy, market dynamics and marketing instruments (price, promotion, distribution and product). While marketing and management disciplines have developed useful empirical generalizations, the context is critical. This book does exactly that -- place the generalized results in the context of emerging markets and India. Accordingly, this is a valuable resource for scholars and practitioners." -- Dr. Gurumurthy Kalyanaram, Professor, City University of New York, USA and Tata Institute of Social Sciences, Mumbai, India; US Editor, International Journal of Learning and Change; and President, MIT South Asian Alumni Association "This book is a must-read for anyone interested in marketing to less-developed countries. While the focus of the chapters is on India, the lessons learned can be generally applied. The 32 chapters represent comprehensive coverage of nearly every topic related to marketing with many examples. Any manager interested in doing business in emerging markets, Professors who want a better knowledge of these markets, or students who want an excellent reference should acquire this book." -- Dr. Russell S. Winer, William Joyce Professor of Marketing, Stern School of Business, New York University, USA.

Retailing in the countries of Asia Pacific is changing dramatically. Changes which took decades, even centuries, elsewhere are happening in a few years. The growth of larger firms and the arrival of international retailers are changing the business landscape, bringing the consistent supply and presentation of wider ranges of goods to consumers, and leading to the development of new kinds of retail stores and modern shopping malls, often in new locations. All of these developments are important for economic growth and for consumers and their lifestyles, They raise questions for governments about foreign investment, about social and environmental change, and about the fate of traditional retailers. This book examines the trends, seeking to understand how far they are global and how local circumstances affect developments. International retailers have spread across the region, but not always successfully. Studies in several countries look at their processes of growth and some of the reasons for success and failure. A review of changing regulation across the region suggests regulators should be concerned to avoid the problems of overconcentration of retail power, and country studies reflect on the effects of regulation as well as cultural and other influences on change. This book was published as a special issue of Asia Pacific Business Review.

A comprehensive guide to full-time degree courses, institutions and towns in Britain.

This volume includes the full proceedings from the 1998 Academy of Marketing Science (AMS) Annual Conference held in Norfolk, Virginia. The research and presentations offered in this volume cover many aspects of marketing science including marketing strategy, consumer behaviour, entrepreneurial marketing, international marketing, advertising, marketing education, among others. Founded in 1971, the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory, research, and practice. Among its services to members and the community at large, the Academy offers conferences, congresses and symposia that attract delegates from around the world. Presentations from these events are published in this Proceedings series, which offers a comprehensive archive of volumes reflecting the evolution of the field. Volumes deliver cutting-edge research and insights, complimenting the Academy ' s flagship journals, the Journal of the Academy of Marketing Science (JAMS) and AMS Review. Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science.

Trends and Strategies

The Case of the People's Republic of China

The Changing Face of Retailing in the Asia Pacific

International Retail Marketing

Text and Cases

Expansion of Foreign Retailers

Retailing Management by Levy and Weitz maintains the basic philosophy of previous editions while focusing on key strategic issues with an emphasis on financial considerations and implementation through merchandise and store management. These strategic and tactical issues are examined for a broad spectrum of retailers, both large and small, domestic and international, selling merchandise and services. The Eight Edition of Retailing Management emphasizes five important developments in retailing: the increasing role of the Internet in retailing; new ways to communicate with customers; the greater emphasis on social responsibility by retailers; the use of technology and analytical methods for decision-making; globalization of the retail industry.

Now in its third edition, this core textbook for advanced undergraduate, graduate, and postgraduate students combines analytical rigour and managerial insight on the functioning and strategy of large multinational enterprises (MNEs). Verbeke and Lee develop an original conceptual model that supports student learning by providing an integrated perspective, rooted in theory and practice. The discussion also includes unique commentaries on seventy-four seminal articles published in the Harvard Business Review, the Sloan Management Review, and the California Management Review over the past four decades, demonstrating how the key insights can be applied to real businesses engaged in international expansion programmes, especially as they venture into high-distance markets. This third edition has been thoroughly updated and features new sections on multinational entrepreneurship, strategic challenges in the new economy, and international business strategy during globally disruptive events, including the COVID-19 pandemic. Students will benefit from updated case studies, improved learning features, and a wide range of online resources.

Retaining its coverage, features, and strategic organization with material covering international and ethical issues and retailing in practice; this market leader provides its balance between theory and practice, useful career information, and a comprehensive package of ancillaries.

Christoph Schröder does one of the first attempts to analyze format transfers within the scope of different strategies, format elements, countries and success with focus on the fashion industry. Three distinct format transfer strategies are identified. The empirically observed design of format elements supports and extends the existing research. Fashion firms standardize their "Retail culture", which acts as a foundation for a successful format transfer strategy (core elements). New insights are provided with regard to format transfer into foreign countries as well as over a timeframe of five years. International retailers face specific challenges with regard to the decision on their retail format abroad, which is known as an important success driver. They may transfer their format elements unchanged or may adapt those elements. One successful strategy is known to be an unchanged format replication, which is linked to the fashion industry.

Logistics and Retail Management

The Replication of Retail Fashion Formats into Foreign Countries

Retailing in the 21st Century

Emerging Issues and New Challenges in the Retail Supply Chain

Which Degree in Britain

Alliances, Cooperatives and Franchise Chains

Most of us think we know something about retailing: we shop, we buy, we consume. But retailing, perhaps more than any other economic sector, has been transformed fundamentally over the last thirty years, both economically and culturally. Featuring work from seminal theorists in the area and charting the development of retailing as an important discipline in its own right, this superb volume examines the key themes in contemporary retailing. Organized into five sections, each of which includes an illuminating editorial overview, The Retailing Reader examines: consumers and shoppers retail branding and marketing merchandising and buying; strategy, power and policy international retailing. Extensive case studies include an analysis of the British grocery market, the strategies embodied by Nike Town stores, and the development of retail economies in China and Latin America. The Retailing Reader presents a comprehensive overview of this important area of study, and is an ideal companion for any student of retailing, marketing or business and management.

Retailing is a high-tech, global, growth industry that plays a vital economic role in society. The authors' objective in preparing the eighth edition is to stimulate student interest in retailing courses and careers by capturing the exciting, challenging, and rewarding opportunities facing both retailers and firms that sell their products and services to retailers, such as IBM and Proctor & Gamble. The textbook focuses on the strategic issues facing the retail industry and provides a current, informative, "good read" for students. The Eighth Edition maintains the basic philosophy of previous editions while focusing on key strategic issues with an emphasis on financial considerations and implementation through merchandise and store management. These strategic and tactical issues are examined for a broad spectrum of retailers, both large and small, domestic and international, selling merchandise and services.

"Strategic International Management" takes a global perspective and covers the major aspects of international business strategies, the coordination of international companies and the particularities of international value chain activities and management functions. The book provides a thorough understanding of how Production & Sourcing, Research & Development, Marketing, Human Resource Management and Controlling have to be designed in an international company and what models are available to understand those activities in an international context. The book offers 20 lessons that provide a comprehensive overview of all key issues. Each lesson is accompanied by a case study from an international company to facilitate the understanding of all important factors involved in strategic international management. In this second edition, all chapters have been updated, all case studies revised and recent data were integrated. The concept, though, remained unchanged.

The 1980's witnessed the first step - change in managing the logistics function when stock centralization, contracting out and investment in technologies made a massive impact. The 1990's have experienced further changes that have been mainly concerned with incremental improvements and relationship changes. Retailers are now focusing on the whole supply chain instead of being primarily concerned with physical distribution management. The emphasis now is on quick response, efficient consumer response, category management and continuous replenishment - in short, the key is relationships. This new study presents a series of contributions from both academic researchers and industry specialists who share their research into retail logistics to provide a state-of-the-art/science report on the key issues for the 1990's. The book is up-to-date with changes in retail distribution and the recent transformation of retail logistics features company profiles of Safeway and Tesco, two of the most respected grocery logistics operations in the UK. It also discussed the internationalization of retailing and its impact on logistics strategy. Logistics and Retail Management is essential reading for both retail and logistics managers, professors, students and consultants, and proves that logistics excellence provides a fundamental competitive advantage. Features

Global Strategies in Retailing

Logistics And Retail Managementinsights Into Current Practice And Trends From Leading Experts

International Retailers' Performance in Host Countries

Network Governance

Strategic Marketing Issues in Emerging Markets

Principles of Retailing

Social intelligence is defined as the ability to be aware of relevant social situational contexts; to deal with the contexts or challenges effectively; to understand others' concerns, feelings, and emotional states; and to interact appropriately in social situations and build and maintain positive relationships with others. **Intelligence, Sustainability, and Strategic Issues in Management** analytically discusses this concept within administrative and entrepreneurial managerial business environments. The volume opens with a study of academic department chairs' social intelligence and faculty members' satisfaction with annual evaluation of teaching and research at a US university. The seven other articles cover a range of topics, including a neurocognitive model of entrepreneurial opportunity, ownership dilution, sustainability in inventory management, the role of status in imitative behavior, the negative impacts of embeddedness, product quality failures in international sourcing, and employers' use of

social media in employment decisions. In addition to the articles, the volume also features a case study, “From Social Entrepreneur to Social Enterprise,” a research note, “Reducing Job Burnout through Effective Conflict Management Strategy,” five book reviews, and a list of books received. The 6th edition of the best-selling Marketing Book has been extensively updated to reflect changes and trends in current marketing thinking and practice. Taking into account the emergence of new subjects and new authorities, Michael Baker and the new co-editor Susan Hart have overhauled the contents and contributor lists of the previous edition to ensure this volume addresses all the necessary themes for the modern marketer. In particular, the 'Marketing Book' now looks at broader range of international issues with a broader group of international contributors. Based, as in previous editions, on seminal articles from thought leaders in each subject the 'Marketing Book 6th edition' is bursting with salient articles. It amounts to an all-embracing one-volume companion to modern marketing thought, ideal for all students of marketing. This important text takes a strategic approach, examining in-depth studies of a variety of retailers and marrying theory with practice to provide comprehensive coverage for students at every level. Illustrating and evaluating the strategies of international retailers, developing concepts and theories that enable an understanding of international retailing and showing the contrasts in the approaches adopted by major firms in their international operations, this important text is a must-read for all those studying or working in international retail. Principles of Retailing is a comprehensive, academic text on Retail Management, which takes a UK and European perspective. It is ideal for both undergraduates and postgraduates studying retailing as part of a Retailing, Marketing or Business degree.

Foreign Direct Investment in Food Retailing

Developing International Strategies

Current Topics in Management

Retail Internationalization in China

International Retailing Plans and Strategies in Asia

Proceedings of the 1998 Academy of Marketing Science (AMS) Annual Conference

The 21st century has witnessed important changes in retail logistics. Supply chain managers are presented with key challenges as retailers have recognised the strategic role that supply chains play in cost reduction and customer service. The 4th edition of Logistics and Retail Management has been substantially updated to take account of these recent developments in retail logistics. Logistics and Retail Management provides the most up-to-date thinking in retail supply chain management, reflecting the changing needs of the global marketplace and the challenges faced by retailers in the 21st century. With contributions from acclaimed academics and practitioners, it covers global logistics, fashion logistics, e-logistics and green supply chains. The 4th edition features brand new chapters on supply chain management in international fashion and corporate social responsibility in the textile supply chain.

Learn the how, when, and why of entering Asian markets Retailers entering Asia are faced with not only a consumer and retail culture very different from their own, but with a variety of cultures that vary greatly among countries within the continent. International Retailing Plans and Strategies in Asia examines the strategies of Western retailers entering into Asian markets and provides specific case examples showing why some companies have failed in Asia!as well as factors that helped others succeed. Important concepts for international retailers exploring Asian markets are clearly explained, and the material is particularly relevant to current WTO and UNCTAD debates about the globalization of retail markets. Helpful tables, charts, and illustrations make complex information easy to access and understand. International Retailing Plans and Strategies in Asia examines: how foreign investment influences domestic retail systems how strategies for entering European markets can be adapted and applied to various Asian markets the important practice of incorporating local cultural values into trading relationships in Asian markets the investment of Japanese retailers in China and the trend toward internationalization in Asia by Asian retailers the evolution of foreign investment in Korea!with a look at foreign firms! specific investment strategies issues of local competition and the need for foreign firms to adapt to local consumer cultures, particularly as analyzed in case studies of Metro Cash and Carry, Toys R Us, and Carrefour what understanding foreign markets means in terms of adaptation and success for retailers and wholesalers The material in these pages will help to inform business decisions about how to (and how not to) enter foreign markets and whether or not it is proper for governments to intervene. The chapters in this book, originally presented as papers at a workshop held at Chung-Ang University in Seoul in November 2003, address issues of diversity in international retailing and distribution in Asia. International Retailing Plans and Strategies in Asia is designed to be essential reading for international marketing students, retail researchers, business managers, and policymakers, and to be a useful addition to university business school library collections.

This second decade of the millennium finds the world changing at a once unimaginable pace. Businesses, tangled in the interwoven threads of galloping globalization, technological advances, cultural diversity, economic recession and deep-rooted human social evolution, struggle to keep up with incessant changes; consequently and inexorably experiencing severe difficulties and disorientation. Executives, much bewildered, habitually turn to conventional, time-honoured strategies and practices, which increasingly fail to offer the much-sought answers and means to survival, competitiveness and growth. We are currently experiencing a business era of turbulence and dynamic change ll an era that inherently rejects conventionality and orthodox business theory to reward businesses embracing agility, reflex-style adaptability, innovation and creativity. This turbulence is, however, not a parenthesis or even a pattern, but the new reality in which each business must reinvent and redefine itself. This is a new reality of stakeholders that shift focus from the external to the internal, from the tangible to the intangible, and from fact to perception. This book presents research and paradigms that transcend classical theory in order to examine how business practice is positively affected by these conditions. Across a multitude of sectors and organisational types, scholars of different business specialisations set the theoretical foundations of contemporary thinking and present their practical implementations.

International Retail Marketing combines a broad thematic overview of the key issues concerning international retail marketing with a series of incisive cases and examples of industry practice from markedly different sectors as fashion, food and healthcare. The authors provide an accessible and wide-ranging outline of the fundamentals of the subject, such as trends in retail marketing, strategy and logistics, and buying and merchandise management within an international perspective. Contributions from Europe, North America and Asia show the dynamics affecting international retailing through a variety of case. Key discussion points are highlighted throughout the text, giving a hands-on focus.

Strategic Retail Management

A Strategic Approach

The Globalization of Retailing

Retailing Management

The Internationalisation of Retailing

Rethinking the Foundations of Global Corporate Success

International Retailing, the first book to address seriously the recent trends in retailer internationalism, provides a truly international review of the driving forces behind internationalism. Particular attention is paid to the European market.

As potentially the largest retail market, China has attracted a great number of foreign retail operations. Based on case study research, this book provides valuable insights international retailers need for success in China. The newly developed theoretical model helps to extend the body of knowledge on firm internationalization.

The Marketing Book is everything you need to know but were afraid to ask about marketing. Divided into 25 chapters, each written by an expert in their field, it's a crash course in marketing theory and practice. From planning, strategy and research through to getting the marketing mix right, branding, promotions and even marketing for small to medium enterprises. This classic reference from renowned professors Michael Baker and Susan Hart was designed for student use, especially for professionals taking their CIM qualifications. Nevertheless, it is also invaluable for practitioners due to its modular approach. Each chapter is set out in a clean and concise way with plenty of diagrams and examples, so that you don't have to dig for the information you need. Much of this long-awaited seventh edition contains brand new chapters and a new selection of experts to bring you bang up to date with the latest in marketing thought. Also included are brand new content in direct, data and digital marketing, and social marketing. If you're a marketing student or practitioner with a question, this book should be the first place you look.

Large and medium sized retailers have increased their international operations substantially over the last 25 years. This is evident in: the number of countries to which these retailers expand; the growing international sales of retailers; and the heightening of the level of commitment of retailers to their international activity – a trend that is likely to continue over the next decade as general globalization in the service industries increases. The managerial implications of the moves to become global are considerable. Different retailers are pursuing different approaches, to varying degrees of success and are no longer simply multi-national, but are also multi-continental. Consequently, existing concepts and theories of international business fit uneasily in explanations of international retailing, so new corporate strategies need to be explored.

Featuring in-depth studies of seven retailers, by international scholars from Japan, the UK and Sweden, Global Strategies in Retailing explores recent developments in strategy that are related to international retailing and in particular, the emergence of a Global Portfolio Strategy. As such, this book will be important reading for all international business and retailing students and academics researching in these areas.

International Multi-Unit Leadership

Intelligence, Sustainability, and Strategic Issues in Management

Retail Management

The Roles of Strategies, Consumer Perceptions and the Local Environment

Proceedings of the 1995 World Marketing Congress

With crisp and insightful contributions from 47 of the world's leading experts in various facets of retailing, Retailing in the 21st Century offers in one book a compendium of state-of-the-art, cutting-edge knowledge to guide successful retailing in the new millennium. In our competitive world, retailing is an exciting, complex and critical sector of business in most developed as well as emerging economies. Today, the retailing industry is being buffeted by a number of forces simultaneously, for example the growth of online retailing and the advent of 'radio frequency identification' (RFID) technology. Making sense of it all is not easy but of vital importance to retailing practitioners, analysts and policymakers.

The current book on Network Governance contributes to the literature by offering new perspectives on network goals and performance, inter-organizational learning and trust in alliances, corporate governance issues in cooperatives, governance of cross-border retail networks, contract design and governance innovations in cooperatives and fanchising.

In International Multi-Unit Leadership, Chris Edger builds on his earlier Effective Multi-Unit Leadership. First - showcasing up-to-date, contemporaneous case studies of market-leading international organisations - the book takes a cross-border perspective on leading from the middle in international subsidiaries that are committing significant capital to land-based multi-unit infrastructures. Secondly, it captures the zeitgeist of internationalizing hospitality, retail, service and leisure organizations facing challenges in relation to multi-channel/smart technology spread, divergent national cultures and emergent, imitative local competition. Thirdly, it addresses the conundrum that most subsidiary multi-unit leaders (regional, area and district managers) face, generating commitment amongst their unit managers and team members, whilst coping with their firm's country of origin-based control and change agendas. Continuing the themes that emerged in his earlier book, particularly around how multi-unit leaders (MULs) and directors are expected to expedite a number of competing and contradictory functions, the author finds that in subsidiary-based international situations, complexity and ambiguity escalates due to 'distance decay' and the level of internal and external contextual turbulence. Based on exemplary case studies, the author examines how high-performance MULs manage paradox and ambiguity within an international context and how organizations can deliver local effectiveness within a strategic framework determined by a policy-making centre hundreds or thousands of miles away. The research and case studies in this book will appeal to managers within international multi-unit enterprises, service directors wishing to train and coach others, students on any of the increasing number of multi-unit management programmes being run in business schools, and academics with an interest in internationalizing service-based enterprises.

This volume includes the full proceedings from the 1995 World Marketing Congress held in Istanbul, Turkey. The focus of the conference and the enclosed papers is on marketing thought and practices throughout the world. This volume resents papers on various topics including marketing management, marketing strategy, and consumer behavior. Founded in 1971, the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory, research, and practice. Among its services to members and the community at large, the Academy offers conferences, congresses and symposia that attract delegates from around the world. Presentations from these events are published in this Proceedings series, which offers a comprehensive archive of volumes reflecting the evolution of the field.

Volumes deliver cutting-edge research and insights, complimenting the Academy's flagship journals, the Journal of the Academy of Marketing Science (JAMS) and AMS Review. Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science.

Text and International Cases

Strategic International Management

Buying and Merchandising

International Retailing Theory and Research

The Oxford Handbook of International Business

Retail Product Management

This path-breaking collection brings together seminal contributions from the burgeoning multidisciplinary literature on the globalisation of retailing.

Lukas Morbe sheds light on important antecedents of international retailers' local performance including international strategies and 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 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 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 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 degree.

This book is devoted to the dynamic development of retailing. The focus is on various strategy concepts adopted by retailing companies and their implementation in practice. This is not a traditional textbook or collection of case studies; it aims to demonstrate the complex and manifold questions of retail management in the form of twenty lessons, where each lesson provides a thematic overview of key issues and illustrates them via a comprehensive case study. The examples are all internationally known retail companies, to facilitate an understanding of what is involved in strategic retail management and illustrate best practices. In the third edition, all chapters were revised and updated. Two new chapters were added to treat topics like corporate social responsibility as well as marketing communication. All case studies were replaced by new ones to reflect the most recent developments. Well-known retail companies from different countries, like Tesco, Zalando, Hugo Boss, Carrefour, Amazon, Otto Group, are now used to illustrate particular aspects of retail management.

The Oxford Handbook of International Business comprises twenty-eight original chapters from the world's most distinguished scholars in the field of international business. United as a whole, these reflect both the present structure of the field and the major intellectual issues of current andlikely future interest. Demonstrating analytical insight and critical thinking, the authors are all authorities on their chosen topics and have been active as leaders in the Academy of International Business. Their chapters survey and synthesize relevant literature of recent years, ensuring that the volume will be a primary reference for students and scholars throughout the social sciences.The book is split into five major sections, providing comprehensive coverage of the following areas: the history and theory of the multinational enterprise; the political and policy environment of international business; strategies of multinational enterprises; the financial areas of themultinational enterprise (marketing, finance and accounting, HRM, and innovation); and business systems in Asia, South America, and the transitional economies.

Prevailing a Turbulent Era

Current and Future Trends

Strategic Issues in International Retailing

Loose-Leaf for Retailing Management

Innovative Business Practices

Asian and European Experiences

Theories that explain Who, What, Where and Why retailers internationalize is the theme of this book. Sternquist s new Strategic International Retail Expansion Model SIRE3 model is presented complete with propositions to predict international expansion for two types of retailers, global versus multinational. Global retailers internationalize using a standard format that they replicate wherever they go. Multinational retailers change their offering, adapting to different cultures and economies. Eleven chapters are presented outlining theories to explain various elements of retailers international expansion. Chapters cover entry mode, global retailer s use of network advantages, born global retailer s internationalization, private label influences on internationalization, corporate branding and entry mode, longevity of international joint ventures and a special industry application of internationalization of hospitals.

Introducing students to the product management process, this revised and updated second edition gives an insight into the operations and practices used by retailers to achieve their product strategy objectives. Blending theoretical approaches from a number of management perspectives, including marketing, purchasing and logistics, this text illustrates the breadth of knowledge needed for this complex managerial task. Including photos, figures, tables and conceptual diagrams, it also examines the practical elements of product management. Incorporating significant new chapters and integrating discussions on the relationship between the product and its selling environment, and the overall retail brand, this second edition builds on the foundations of the highly successful first edition, and uses a broad range of contemporary case studies and practical examples to give a clear and concise introduction to retail product management.

The large retail enterprise which does not think on an international basis faces marginalization by competitors building international operations. Here, management researchers in the areas of international retailing offer an insight into the mechanisms of the internationalization of retailing.

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 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 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 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 management, now with supporting online resources.

International Retailing