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At a minimum, students will develop a comprehensive retail plan. This will include the following assignments: Propose Retail Type “ Maximum 1 page description of the type of retailer that will be proposed. Use Chapters 1-5 to describe the type of retail format and sub-industry.

Retail Management - AU

Retailing Management is proud to welcome Dhruv Grewal, Toyota Chair of Commerce and Electronic Business, and Professor of Marketing at Babson College, to the 9th edition author team. Dhruv brings years of academic experience and close collaborations with Michael Levy to co-author several retailing articles and co-edit the Journal of Retailing ...

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