Innovative Business Practices

Nationale und internationale Entwicklungen im stationären Einzelhandel

The key to the success of a company is their ability to co-ordinate the key supply chain i.e their key suppliers and suppliers of suppliers. 'Food and Drink Supply Chain Management' looks specifically at the supply chain in the food and drink industry to provide readers with an understanding of the areas as it is now and its growing importance, and where it is going in the future. 'Food and Drink Supply Chain Management' is the first to take an in-depth view into the supply chain function in the hospitality and food retail sectors. Authored by a range of expert contributors the text looks at issues such as:

- New food processes and GM foods
- Volume catering and JIT (Just In Time) and Food Safety
- Relationships between companies and with stakeholders and responsibilities to these groups
- The internationalisation of the food chain
- The future of the food and drink supply chain and its management

Examples and case studies from large international retail and hospitality organizations are used, such as: Bass, Stakis (Hilton), and Tesco, amongst others, to illustrate good and bad practice.

Retail Product Management

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.

Principles of Retailing

Ausgehend von der strategischen Grundorientierung der Unternehmen analysiert Sandra Schwarz die Ausgestaltung der markt- und beschaffungsseitigen Wertschöpfungsaktivitäten sowie der Führung bei international agierenden Handelsunternehmen.

Retail Internationalization in China

As retailing becomes increasingly important in global economics, the similarities and differences of retailing from country to country are now more evident. This unique and timely study of retail structures...
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 – 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 which 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 retailing works. It is also the perfect resource for aspiring retail managers who may have received little formal training on the subject.
Addresses the impact on international marketing of major trends in the external and internal environment of the firm: technology-enabled international marketing research, global account management, procurement and international supplier networks, internationalization of small and entrepreneurial firms, and outsourcing and offshoring.

Predicting Trends and Building Strategies for Consumer Engagement in Retail Environments

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.

International Retailing Plans and Strategies in Asia

In den Modul-Kapiteln zum Marketing wird aufgezeigt, wie eine Handelsunternehmung gegenüber den Nachfragern auftreten sollte. Dies setzt ein Verständnis von Marketing voraus, auf dessen Grundlage die verschiedenen absatzpolitischen Marketing-Instrumente analysiert bzw. optimiert werden müssen. Auch die neue Auflage richtet sich sowohl an Dozenten und Studierende als auch an Fach- und Führungskräfte aus der Praxis.

Principles of Retailing

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 Internationalisation of Retailing in Asia

This fifth 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 has 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 broaches the following ‘new’ topics: * Channel management - management of the supply chain * Customer Relationship Management * Direct marketing * E-marketing * Integrated marketing communications * measurement of marketing effectiveness * Postmodern and retro-marketing * Relationship marketing * Retailing Like its predecessors, the ‘Marketing Book 5th edition’ is bursting with salient articles from some of the best known academics in the field. It amounts to an all-embracing one-volume companion to modern marketing thought, ideal for all students of marketing.
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.

Handbook of Research on Retailer-Consumer Relationship Development

This collection of key articles offers insights across a range of sectors. Some of the things the book will explain include:
- The influence of social media on the building of luxury brands
- The effect of the consumption of counterfeit luxury goods on identity
- The value of brand extension as a strategy in regards to luxury fashion brands

International Retailing

European retailers have successfully internationalised their activities in Europe but have been less successful in North America. American retailers have been successful in their home market but less so in Europe. The major European and American retailers are now entering Asia and competing directly with each other in a substantive way for the first time. These Western retailers, using modern managerial methods, are entering markets typified by more traditional managerial approaches. Western managerial cultures and values are interfacing with Asian ones. The results of these moves are new stresses for Asian retail structures that bring a new dynamism to Asian retailing. The contributions in this book explore the conflicts and benefits that arise as retailing in Asia becomes internationalised. The contributions are provided by experts in retail research from across Asia and for the first time in-depth analyses are provided of the ways that Western retailers are provoking change in Asia. The book results from a seminar held at the University of Marketing and Distribution Sciences, Kobe, in November 2001 under the auspices of the Society for Asian Research in Distribution. Scholars from across the region presented research results of their analyses of the New Commerce now appearing in Asia.

Retailing in the European Union

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.

The Marketing Book

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.

International Retail Marketing

Global economic scenarios are increasing in complexity due to the recent global financial crisis, globalization, the evolution of ICT, and the changing behaviors of consumers. This has made it difficult to predict trends and build strategies within the retail industry. As a result, long-term forecasts and schedules are not possible, and more research is needed to explore today's consumer profile and set the frameworks for future recovery strategies. Predicting Trends and Building Strategies for Consumer Engagement in Retail Environments is a pivotal reference source that provides practical insights into improving the understanding of complex retail environments and consumer shopping behaviors in order to predict trends and develop strategies for retailers in times of economic crisis. While highlighting topics such as consumer engagement, industry models, and market globalization, this publication explores qualitative and quantitative methods of interest and the multidisciplinary approaches revolving around the industry.

This book is ideally designed for marketers, managers, practitioners, retail professionals, academicians, researchers, and students seeking current research on relationship marketing, digital marketing, services, and retailing.
Food Supply Chain Management

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.

Global Marketing Management

'Global Marketing Management' provides comprehensive coverage of the issues which define marketing in the world today, equipping students with some of the most current knowledge and practical skills to help them make key management decisions in the dynamic and challenging global trade environment.

EUROPEAN RETAIL RESEARCH

The aim of EUROPEAN RETAIL RESEARCH is to publish interesting manuscripts of high quality and innovativeness with a focus on retail researchers, retail lecturers, retail students and retail executives. As it has always been, retail executives are part of the target group and the knowledge transfer between retail research and retail management remains a part of the publication's concept. EUROPEAN RETAIL RESEARCH welcomes manuscripts on original theoretical or conceptual contributions as well as empirical research – based either on large-scale empirical data or on the case-study method. Following the state of the art in retail research, articles on any major issues that concern the general field of retailing and distribution are welcome. The review process will support the authors in enhancing the quality of their work and will offer the authors a reviewed publication outlet. Part of the concept of EUROPEAN RETAIL RESEARCH is an only short delay between manuscript submission and final publication, so it is intended to become a quick publication platform.

New Perspectives in Luxury Branding

International Retailing provides a comprehensive understanding of developments in international retailing, and the management/marketing issues and implications of those developments.

Market Entry and Operational Decision Making in East-West Business Relationships

In the world of economics and business, engaging with loyal customers while also seeking out new, potential customers is a must. With the recent advancements of social media technology, these operations have increased the need for more developed methods to mesh consumer-business relationships and retention. The Handbook of Research on Retailing Techniques for Optimal Consumer Engagement and Experiences is a thought-provoking reference source that provides vital insight into the application of present-day customer relationship management within the retail industry. While highlighting topics such as digital communication, e-retailing, and social media marketing, this publication explores in-depth merchandiser knowledge as well as the methods behind positive retailer-consumer relationships. This book is ideally designed for managers, executives, CEOs, sales professionals, marketers, advertisers, brand managers, retail experts, academicians, researchers, and students.

International Retailing

Though based on an economic transition, retailer-consumer relationship is also influenced by non-economic factors and is a context of social interaction. With the emergence of modern merchandising techniques and a rise in large retail companies, consumers have become increasingly vigilant of practice within the retail industry. Handbook of Research on Retailer-Consumer Relationship Development offers a complete and updated overview of various perspectives relating to customer relationship management within the retail industry and stimulates the search for greater integration of these views in further research. Offering different angles to analyze the exchange between the retailer and the consumer, this handbook is a valuable tool for professionals and scholars seeking to upgrade their knowledge, as well as for upper-level students.

Food Supply Chain Management

'Fashion Marketing' is a book of key chapter contributions from renowned academics and practitioners that addresses many of the contemporary issues facing one of the world's largest and most global of industries. With international contributions from the UK, USA and China, 'Fashion Marketing' covers all of the key themes and issues of this area, including:

- forecasting
- sourcing
- supply chain management (demand management)
- new product development
- design management
- logistics
- range planning
- colour prediction
- market testing
- e-commerce
- strategy

Ideal for use on any undergraduate or postgraduate courses in Fashion, Textiles, Apparel and Retailing Management where there is a need to address the topic of fashion marketing, this book will also serve as a useful, informative and authoritative text for senior managers in the fashion marketing industries wanting to gain further understanding of current and future developments within the industry.