Table of Contents

Overview. Introduction: Retail Success and Key Drivers.
Retailing in the Global World: Case Study of Metro.
Entrepreneurship in Retailing: Leopold Stiefel's "Big Idea" and the Growth of Media Markt-Saturn. Global, Environmental, and
Trends in U.S. Retailing.
Trends in Retailing in East Asia.
Insights into the Growth of New Retailer Formats in India. Environmental Trends: Future Store Technologies and Their Impact
on Grocery Retailing.
The Third Wave of Marketing Intelligence.
Applications of Intelligent Technologies in Retail Marketing.
Future Trends in Multi-channel Retailing.
Retail Pricing - Higher Profits Through Improved Pricing Processes. Distribution (Place): Current Status and Future Evolution
of Retail Formats.
Electronic Retailing. Operations, Promotion, and Marketing Communications: Supply Chain Management in a Promotional
Environment.
Sales Promotion.
Understanding Customer Loyalty Programs.
Integrated Marketing Communications in Retailing.
About the Editors.
About the Authors.