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## A critical review of retail globalisation

By Qi Le

GRIN Verlag Apr 2014, 2014. sonst. Bücher. Book Condition: Neu. 211x150x4 mm. This item is printed on demand - Print on Demand Neuware - Essay from the year 2013 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, grade: B, University of Northampton, course: Retail marketing, language: English, abstract: In all modern societies, retailing occupies a splendid position in the economies. Nowadays, more retailing firms further expand their retailing scope and confront with development of retail globalisation. A lot of global and globalising retail firms are much timid to face the challenge then those faced by other firms in different industries. Innovations as the responsive to the characteristics of particular national market and comprehensive aggregations of markets such as mature market and less developed market are important to the achievement of global and globalising retailers. Under this background, this literature view focuses on the topics of the retail innovation in globalisation environment, in order to determine the challenges and opportunities that the retail firms faced if they want to become Global Company, how the challenges could be transformed into opportunities with retailing innovations and where innovation is necessary to overcome particularly mature market and less developed market. 16...



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