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European Retailings Vanishing Borders

By Brenda Sternquist

Quorum Books. Hardcover. Book Condition: New. Hardcover. 232 pages. Dimensions: 9.1in. x 6.2in. x 1.0in. Since 1985, the process of European unification has accelerated. Physical, technical, and fiscal barriers that separate the 12 countries are being removed, creating the largest mass market in the world. However, the market is not a homogeneous one. Cultural differences still exist; language barriers remain. If there is a Euro-retailer it will be a Euro-retailer that communicates in many languages, anticipates the unique tastes of countless cultures, and maximizes the economies of scale in production to offer the most attractive and unique merchandise at competitive price points. Distribution logistics within each country are presented along with case studies of major retailers. Internationalization strategies and strategic alliances of retail companies are analyzed. The return of German retailers to the former GDR and distribution opportunities within Eastern Europe are highlighted. Extensive use of on-line financial reports produced by major security offices provide the most current information about this dynamic industry. This item ships from multiple locations. Your book may arrive from Roseburg, OR, La Vergne, TN. Hardcover.

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