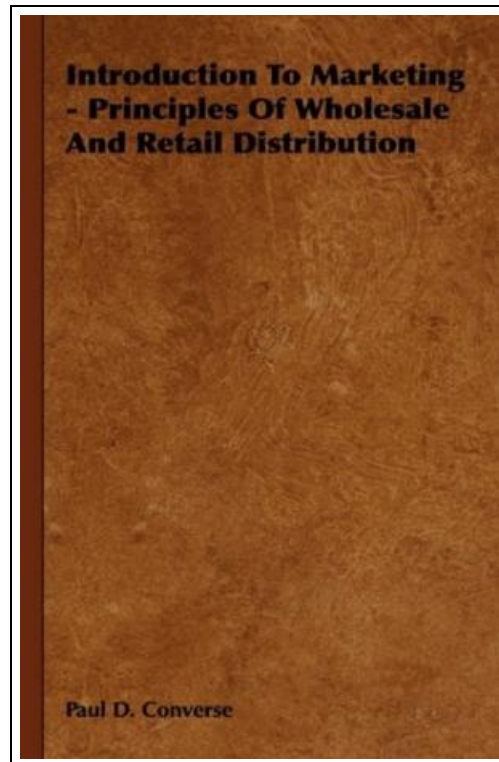


Introduction To Marketing - Principles Of Wholesale And Retail Distribution (Hardback)



Filesize: 9.53 MB

Reviews

This sort of book is every little thing and got me to searching ahead and a lot more. This can be for all those who statte there was not a well worth reading through. I am just easily could possibly get a delight of reading through a published pdf.
(Floy Rolfson)

INTRODUCTION TO MARKETING - PRINCIPLES OF WHOLESALE AND RETAIL DISTRIBUTION (HARDBACK)

[DOWNLOAD](#)

Read Books, United Kingdom, 2008. Hardback. Book Condition: New. 218 x 148 mm. Language: English . Brand New Book ***** Print on Demand *****.INTRODUCTION to MARKETING PRINCIPLES OF WHOLESALE AND RETAIL DISTRIBUTION by Paul D. Converse. Preface: THIS BOOK has a definite objective to combine a treat ment of general marketing methods and principles with a more detailed treatment of retailing, particularly the operation of small and medium-size stores. It is believed that one . can not properly understand retailing without some knowledge mar ket economics and wholesaling. Students will understand ptail store operation better if they first secure a general knowledge of the field of marketing and know the place of retailing in the over all picture. Therefore, market economics, the physical handling of goods, and wholesaling are treated before the discussion of retailing is begun. Paul D. Converse Fred M. Jones. Contents include: I. Introduction 1. THE MEANING AND SCOPE OF MARKETING 3 2. THE PHYSICAL HANDLING OF GOODS 21 3. MIDDLEMEN, TRADE CHANNELS, AND COMMODITIES 38 THE CONSUMER 54 II. Wholesale Marketing A. Organizations 5. COMMISSION MERCHANTS, BROKERS, AND AUCTIONS 75 WHOLESale MERCHANT 87 TTHe MANUFACTURER AND HIS OUTLETS 101 B. Commodities 8. THE AGRICULTURAL MARKETING PROBLEM 125 9. THE MARKETING OF GRAIN 143 10. THE MARKETING OF COTTON l6l 11. THE MARKETING OF INDUSTRIAL GOODS 174 III. Retail Marketing A. Organizations INDEPENDENT RETAILER 191 xtf THE CHAIN STORE 20g Xi, THE DEPARTMENT STORE 223 15. THE CONSUMER COOPERATIVE MOVEMENT 237 Vli viii CONTENTS B. Starting a Retail Store 16. BECOMING AN OWNER OF A RETAIL STORE 857 17. THE IMPORTANCE OF STORE LOCATION 371 18. SELECTING, TRAINING, AND SUPERVISING EMPLOYEES 86 C. Buying and Pricing 19. BUYING WHAT, WHEN, AND HOW MUCH TO BUY 303 20. BUYING WHERE AND HOW TO BUY 319 21. THE PROBLEM...

[Read Introduction To Marketing - Principles Of Wholesale And Retail Distribution \(Hardback\) Online](#)[Download PDF Introduction To Marketing - Principles Of Wholesale And Retail Distribution \(Hardback\)](#)

You May Also Like



Readers Clubhouse Set a Too Too Hot

Barron s Educational Series, United States, 2006. Paperback. Book Condition: New. Karol Kaminski (illustrator). 220 x 148 mm. Language: English . Brand New Book. This is volume four, Reading Level 1, in a comprehensive program...

[Save Book](#)

»



Readers Clubhouse Set B Time to Open

Barron s Educational Series, United States, 2006. Paperback. Book Condition: New. 222 x 148 mm. Language: English . Brand New Book. This is volume nine, Reading Level 2, in a comprehensive program (Reading Levels 1...

[Save Book](#)

»



Penelope s English Experiences (Dodo Press)

Dodo Press, United Kingdom, 2007. Paperback. Book Condition: New. 226 x 148 mm. Language: English . Brand New Book ***** Print on Demand *****.Kate Douglas Wiggin, nee Smith (1856-1923) was an American children s author...

[Save Book](#)

»



More Spaghetti, I Say!

Scholastic Inc., United States, 1993. Paperback. Book Condition: New. Mort Gerberg (illustrator). Reissue. 218 x 147 mm. Language: English . Brand New Book. With inspiring and educational stories, Scholastic s Hello Reader series caters to...

[Save Book](#)

»



Oxford Reading Tree Read with Biff, Chip and Kipper: Phonics: Level 2: A Yak at the Picnic (Hardback)

Oxford University Press, United Kingdom, 2014. Hardback. Book Condition: New. Mr. Nick Schon (illustrator). 177 x 148 mm. Language: English . Brand New Book. Read With Biff, Chip and Kipper is the UK s best-selling...

[Save Book](#)

»