



International Retailing

Nicholas Alexander, Anne Marie Doherty

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Based on the successful international retailing textbook by Nicholas Alexander, this new textbook has been designed to deliver a clear understanding of the retail internationalisation process, considering the supporting theoretical frameworks, international retail activity, and the management of international operations.

Structured around four parts, the text guides students through the internationalisation process, considering international markets and how retail enterprises operate within them, before ending with a concluding section that considers future trends. The authors discuss what is happening in international retailing, who is making it happen, why it is happening in the way that it is, and how it is happening. The book therefore examines the international retail process in its entirety by reflecting on contemporary research and the practicalities of international retail activity.

The textbook will be accompanied by an online resource centre. The ORC will comprise the following features:

Student site:

Web exercises

Weblinks

Glossary of terms

Multiple choice questions

Revision questions

Lecturer site (password protected):

PowerPoint slides

Revision comments/updates for the textbook

Lecturer's guide (explanatory notes and background article guidance for non-research active staff)

Seminar and discussion questions

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