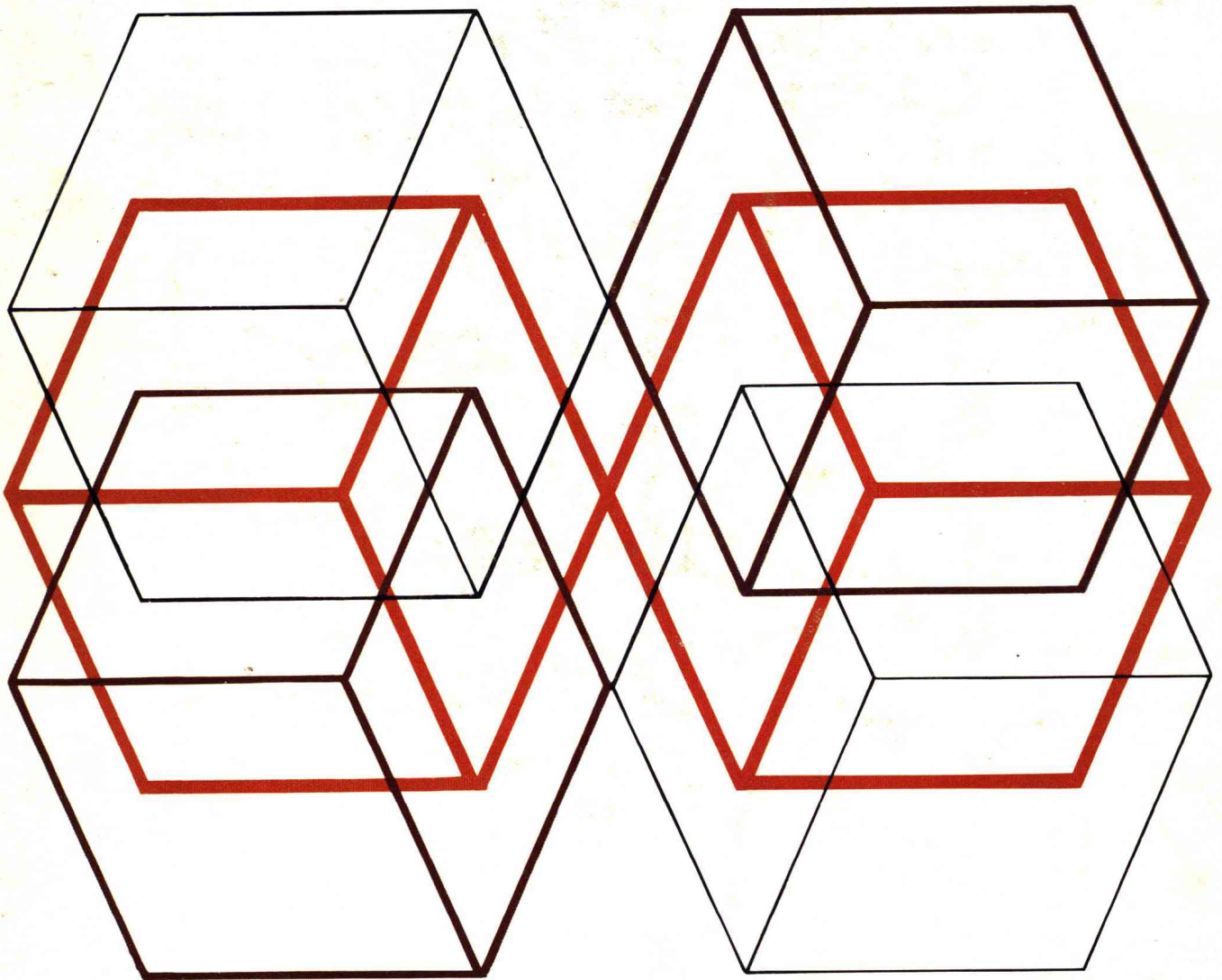


# MANAGEMENT OF RETAIL ENTERPRISES

Robert F. Lusch



**Robert F. Lusch**  
*University of Oklahoma*

**MANAGEMENT  
OF RETAIL  
ENTERPRISES**

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**Management of  
Retail Enterprises**

# Preface

## Orientation

This textbook was written to describe and explain the process of retail management. Many prior and existing retail texts do a good job of describing retail management, but few adequately explain the retail management process. I hope this book accomplishes both purposes.

This book has a comprehensive orientation, which focuses on all levels of retail planning and management—strategic, administrative, and operations. Throughout the book we also stress the need to apply creative and analytical thought processes to these three types of planning. Furthermore, emphasis is placed on a solid understanding of the financial and performance dimensions of retail enterprises. We basically argue that strategic, administrative, and operations planning should be directed at achieving high levels of financial performance. Many real life examples, both contemporary and classic, are used to illustrate this important link and other important points.

Additionally, we include end-of-chapter questions and problems and exercises, both of which allow the student to assess his or her understanding of the text material. Finally, twelve cases of moderate length, each of which focuses on actual retail problems, are presented to help the student apply abstract concepts to the solution of common retail problems.

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**Robert F. Lusch**

*Norman, Oklahoma*

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