

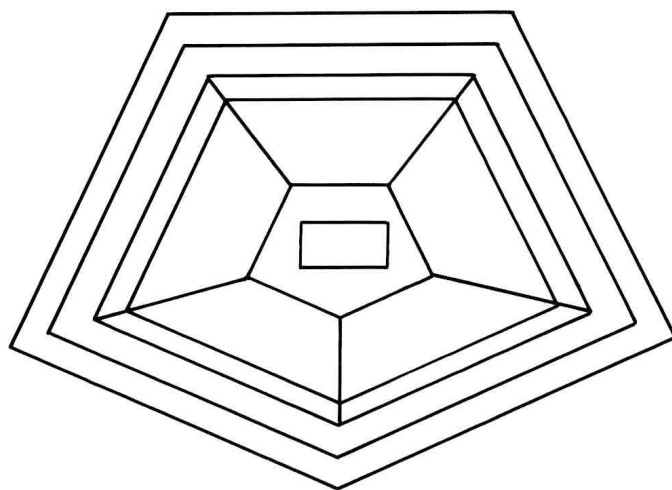
WILLIAM H. BOLEN



Contemporary Retailing

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WILLIAM H. BOLEN**

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Preface

Retailing is the summation of all activities which result in the offering for sale of goods and/or services to individuals and/or organizations for purposes of ultimate consumption. The purpose of *Contemporary Retailing* is to present this broad and complex subject in a manner that is easily understood. Emphasis is placed on practical applications for both small and large operations. A "how-to" approach is used along with a concise presentation of fundamental retail management concepts.

The above paragraph was used to introduce the First Edition of *Contemporary Retailing*. As evidenced by its success in the marketplace, what was said has proven to be true. Feedback from users has confirmed the fact that the book does present retailing in a concise, yet easy-to-understand manner. Given this foundation, it is the goal of the Second Edition of *Contemporary Retailing* to improve upon and expand the presentation of the subject of retailing. To accomplish this task, many changes have been made in the book. New diagrams have been added throughout the book to enhance learning. New topics from the ever-changing world of retailing have been included. Illustrations have been updated and more used to promote reader interest. A chapter on retail research has been added to underscore this important aspect of the retailer's job. Service retailing and nonstore retailing are also addressed in detail in the Second Edition as these topic areas grow in importance in today's world.

Another addition to the Second Edition is the conceptual model of retailing. Each section of the book opens with a visual presentation of the model that shows how that topic area fits into the overall subject of retailing. Section one, the outer framework of the conceptual model, deals with the foundations of retailing which include retailing history, retailing strategy (target market and retailing mix), guidelines for effective retailing, external retail restraints (laws, regulations, customs, unions, consumer behavior), and retailing research. Section two, store development, the next level in the model, examines those topics that pertain to a store's creation and continuing development. Subjects discussed include financial planning, site selection, store design, store organization, and planning for opening day. The third level of the retailing model consists of five areas of on-going retailing activity which must be strong for a store to be

strong. These areas are merchandising, personnel, promotion, customer service, and control. Finally, the inner framework of the model includes applications and trends. Service and nonstore retailing are examined along with how retailing might be viewed in the years to come. As the various topics are studied, the new material builds on what has already been discussed. This building-block approach provides the reader with a more comprehensive view of the whole area of retailing. This approach should, therefore, enable the retailing student to better achieve the primary objective of this book—retailing knowledge.

The Second Edition of *Contemporary Retailing* has many unique features that help the reader while making the study of retailing more enjoyable. These include cases and experiential learning exercises, cartoons, diagrams, and numerous photographs and illustrations. A glossary of retailing terminology is also provided that serves as a quick reference source. Finally, unlike many other retailing texts, special attention is given to topics such as the definition of a target market, planning for opening day, franchising, merchandise distribution, research, human relations, display, customer service, fire and other forms of disaster, catalog and telephone selling, and retailing as a career.

One other aspect of this book must be mentioned. Every effort has been made throughout the pages of *Contemporary Retailing* to show fair treatment to both sexes and to reflect the fact that most any job in retailing can be performed by either sex. Throughout the book, numerous examples are used to reflect this situation. Retailing truly offers much opportunity regardless of the sex of the person.

No project of this magnitude can be accomplished without the assistance of many firms, organizations, and individuals. To the numerous retail firms, both large and small, who helped by providing insight, material, suggestions, illustrations, and encouragement (many are mentioned in the text or are shown in picture credits), a special thanks is due. Organizations like the National Retail Merchants Association were also very helpful. Their efforts are appreciated. Good reviewers also make for a better book. For their superb work, I express my thanks to Professor Richard Embertson, Western Michigan University; Professor Joe Ezell, Georgia Southern College; Professor Robert Fishco, Middlesex County College; Charles J. Meehan, Hudson Valley Community College; Professor Dorothy Rogers, New Hampshire College; and Professor Summer White, Massachusetts Bay Community College. Thanks are also given to the numerous users of the book who have passed on to me their ideas about how the book might be improved. Wherever possible, their ideas have been included in the Second Edition.

The many helpful people at Prentice-Hall deserve recognition for doing their usual good job of turning the manuscript into a finished product. Thanks are also due the retailing students at Georgia Southern College. Their ideas and suggestions from a student's perspective have been most helpful. Thanks are also expressed to Steve Thrift, Anne Harden, and Sue Oehlerking who aided me by working on the Second Edition in various ways. Finally, I acknowledge with gratitude the work of Delores Collins and Terrie Bennett. Their efforts proved invaluable to the success of the project.

As only those who have written books know, a book cannot be written without the understanding of one's family. For her understanding and assistance, both were of vital significance to the book, I dedicate this book to my wife, Sheron. My sons, Bill and Chuck, also get a note of thanks for their understanding. For this, I am dedicating the book to them as well.

William H. Bolen

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