



The Grocers: The Rise and Rise of Supermarket Chains (Paperback)

By Geoffrey Randall, Andrew Seth

Kogan Page Ltd, United Kingdom, 2011. Paperback. Book Condition: New. 3rd Revised edition. 230 x 154 mm. Language: English . Brand New Book. Retailing has been the most dynamic sector of industry over the past 20 years and supermarkets such as Tesco, Sainsbury s, Asda, Safeway, MS, Walmart, Aldi and Lidl have led the way in growth, operating efficiencies and profitability. With unrivalled access to the top decision-makers in all the leading companies, The Grocers describes and analyses the strategies, organization and cultures that have made the supermarkets what they are today. With an overview of the US and European markets, this updated new edition also includes material on the rise of online retailing, the success of the hard discount chains and the influence of environmental issues on consumer attitudes and behaviour. The Grocers is a terrific story compellingly told, and retailers, managers and students can all learn from the secrets of success it contains, and the pitfalls to avoid.



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