

New from Oxford

International Retailing

OXFORD

Nicholas Alexander is a Professor in International Marketing at Aberystwyth University, and

Anne Marie Doherty is a Professor in Marketing at University of Glamorgan

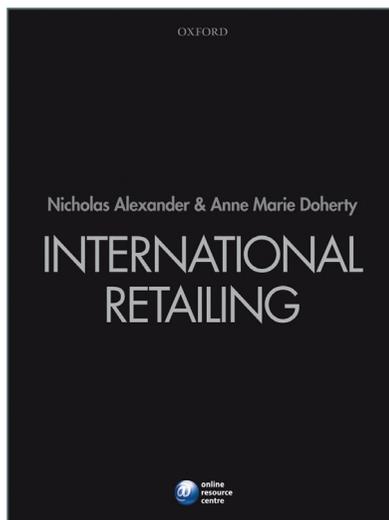
Based on the successful international retailing textbook by Nicholas Alexander, this new textbook has been designed to deliver a clear understanding of the retail internationalisation process, considering the supporting theoretical frameworks, international retail activity, and the management of international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

Order an Inspection Copy

This book is available **free** on inspection, provided that you are teaching a course for which it may be recommended as a set text.

To order your inspection copy email:
inspectioncopies.europe@oup.co.uk



ISBN 978-0-19-921282-8 | Paperback | 350 Pages
UK | Nov 2008 | £33.99

- Written specifically from an international perspective, enabling students to grasp the principles of retailing as they are applied in an international context.
- Packed with examples and case studies including Gap, H&M, Wal-Mart, Zara, Marks & Spencer, and Amazon, allowing students to understand how theory transfers to practice.
- Concise and focused, ensuring the text is ideal for one semester modules.

OUT NOW!

ORDER FORM

QTY	ISBN	Author	Title	Insp.Copy?	Price £	Amount £
1	978-0-19-921282-8	Alexander & Doherty	International Retailing			
Postage and packaging (see below)						
Are you VAT registered? (Please tick) <input type="checkbox"/> (Vat number: _____)						
Total						

Delivery details

Title	First name	Last name
Position	Department	
University/College		
Course Title	Number of students	
Address		
Postcode	Telephone	
Email		
OUP may wish to send you information in the future by post or email on other OUP products or services		
<input type="checkbox"/> Tick here if you do not wish to receive information by email		
<input type="checkbox"/> Tick here if you do not wish to receive information by post		

Payment details

<input type="checkbox"/> I enclose a cheque/PO/banker's draft (payable to Oxford University Press) £		
<input type="checkbox"/> American Express	<input type="checkbox"/> Delta/Diners	<input type="checkbox"/> Electron <input type="checkbox"/> Maestro/Switch <input type="checkbox"/> Master/Eurocard <input type="checkbox"/> Solo <input type="checkbox"/> Visa
Card No.		Card expiry date /
Debit card/Switch Issue No.	Valid from /	Name of cardholder
Address of cardholder (if different from above)		
Postcode		
Signature		Date

Ordering details

Direct Purchase Orders

TELEPHONE ORDERS

Tel: +44 (0) 1536 741 727*
Telephone calls may be recorded for training purposes.

OUT OF HOURS TELEPHONE

Please telephone 01536 454 534 with your order details, quoting the reference number on the bottom right hand corner of this order form

FAX ORDERS

Fax: +44 (0) 1536 454 518

BY EMAIL

bookorders.uk@oup.com

BY POST

Direct Sales Department,
OUP,
Saxon Way West,
Corby,
Northamptonshire, NN18 9ES, UK

POSTAGE AND PACKING CHARGES

(including VAT)
UK: £3.00 per order **Europe**: £6.00 per order
Rest of World: £9.00 per order

These rates are correct until further notice.

VAT: In the EC (not UK), please add VAT/sales tax at the local rate to your total order value. UK customers should add VAT for CD-ROM, video, or audio products.

Please allow 7 days for delivery in the UK; 28 days elsewhere.

Please use quote
AHALDO08 when ordering

Inspection Copy Orders

These are available **only** to academics teaching on courses where the book may be recommended as a course text.

To receive your copy, simply complete your course and institution details and return to: Inspection Copies, Higher Education Marketing, Oxford University Press, Great Clarendon Street, OXFORD, OX2 6DP or email:

inspectioncopies.europe@oup.co.uk or telephone +44 (0)1536 741068*

For further information please visit our website at www.oxfordtextbooks.co.uk

Inspection copies are sent at the discretion of Oxford University Press.

* Calls may be recorded for training purposes

Thank you for your order