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These case studies are all original research that presents in-depth analyses of the retail and marketing operations in these companies and the lessons that can be learned from them. This book is not a store guide or directory, and it has been published in response to the overwhelming demand from retail practitioners that retail and marketing operations present in-depth analyses of retail and marketing operations in companies. Such case studies are more likely to be thorough than a store guide because they are developed with a store's management in mind. By going into the internal issues behind the retail marketing operations in these companies, they provide the reader with a deeper understanding of the importance of each of the marketing actions or inactions in the retail operations of these companies. The retail and marketing operations of these companies are examined from a strategic perspective. Of particular interest are the lessons that can be learned about the retail and marketing operations from analyzing the strengths and weaknesses of the specific retail operations of these companies. The retail and marketing operations of these companies are examined from a strategic perspective. Of particular interest are the lessons that can be learned about the retail

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