



Small Business: The Independent Retailer (Small Business Series)

Gary Davies, Kim Harris

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The independent sector of retailing has been in decline yet the small shop remains a significant feature of both the distribution system and daily life. The book examines the changing role of the smaller retail business and explains how the independent retailer can survive and grow. Each chapter finishes with a keypoint summary that is linked to a number of real life case studies for both the student and business person to see how the authors' ideas relate to the practical realities of the independent retailer.

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