

# Retailing Management Levy Weitz 8th Edition

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Levy, Michael Retailing Management/DVD Included New York, NY: McGraw-Hill, 2012 978-1-12-177607-4 Textbook in APA format: Levy, M & Weitz, B (2012) Retailing management, 8th Ed New York, NY: McGraw-Hill Required Readings: Anonymous, (2000) How to be an effective manager management system will be made available to each student Online

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### **Chapter 2**

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BUS 348 Retail Management and Merchandising On Campus and Online Blended Course Retailing Management and Merchandising, Michael Levy and Barton A Weitz, 8th Edition, McGraw-Hill ISBN 9780073530024 The objective of this project is to help students relate the theoretical concepts of retailing management to the real world practices