Title of Article: Retail Management: Offline and Online Perspective

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Abstract: This text book explain the word retail as it entails product/service distribution that starts from the makers to the end users in a convenient and smoother way. The world of retail changed again in 1995, when amazon.com opened its doors to worldwide market on the Web. With the growth of the World Wide Web, both retailers and consumers can find suppliers and products from anywhere in the world. The retail scenario keeps changing continuously. These changes are brought by ever changing customer requirement, economic development of the nation, falling borders, and new technologies. The objective of this book is to educate the reader and practitioners on how to integrate offline and online strategies in their businesses in order to achieve the core organizational objective-customer satisfaction.