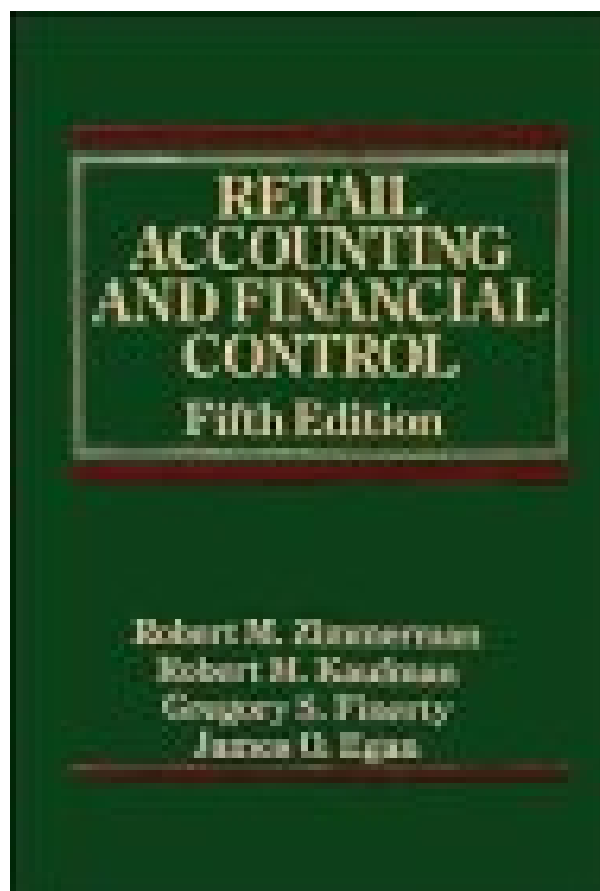
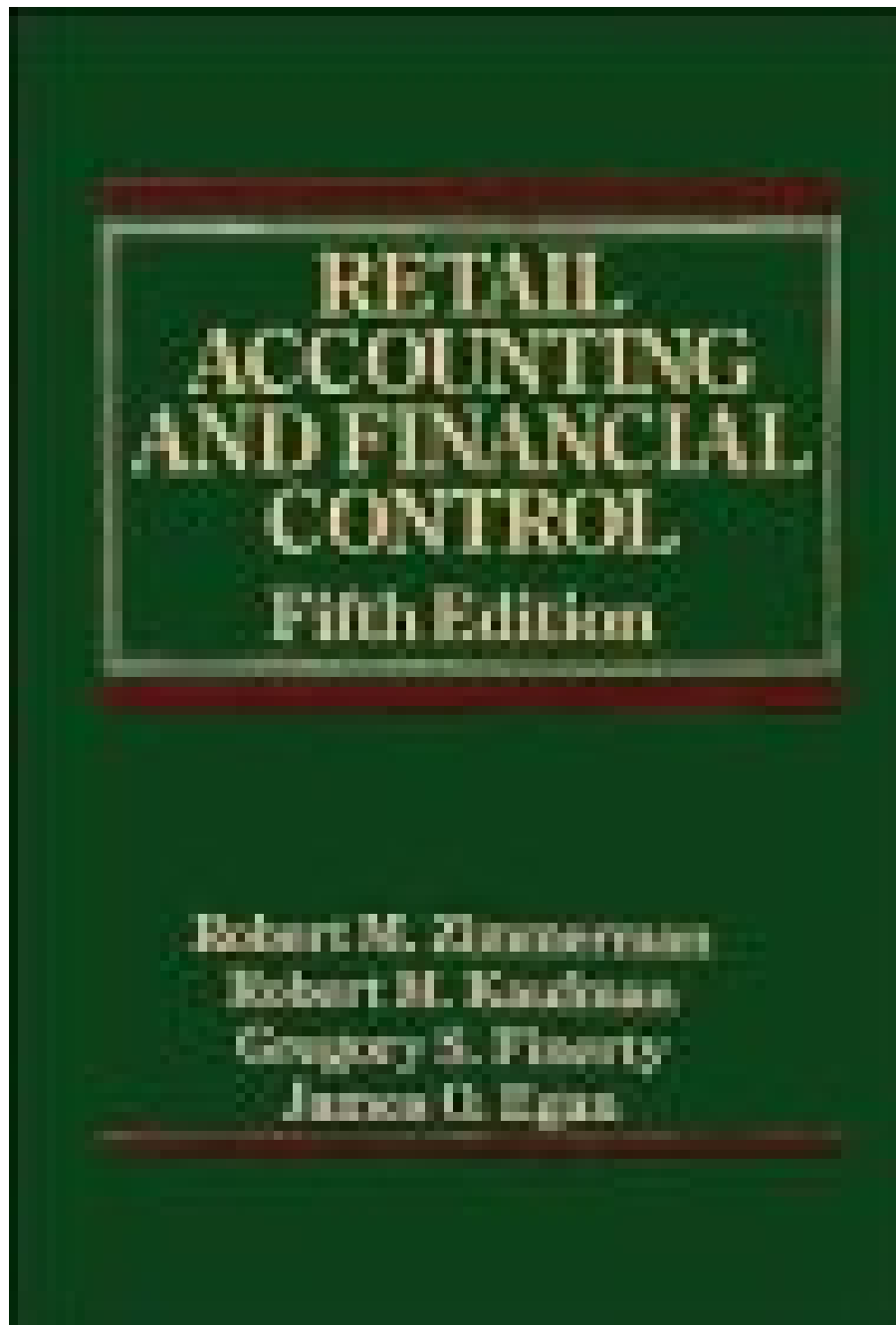


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A comprehensive account of general merchandise retailing, covering the business operations of specialty, discount, and department stores. Discusses both theoretical and practical aspects of accounting, financial, operating, and control issues. Includes a retail industry overview, describes types of retail formats, and discusses how technological changes have improved merchandising and operations.

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