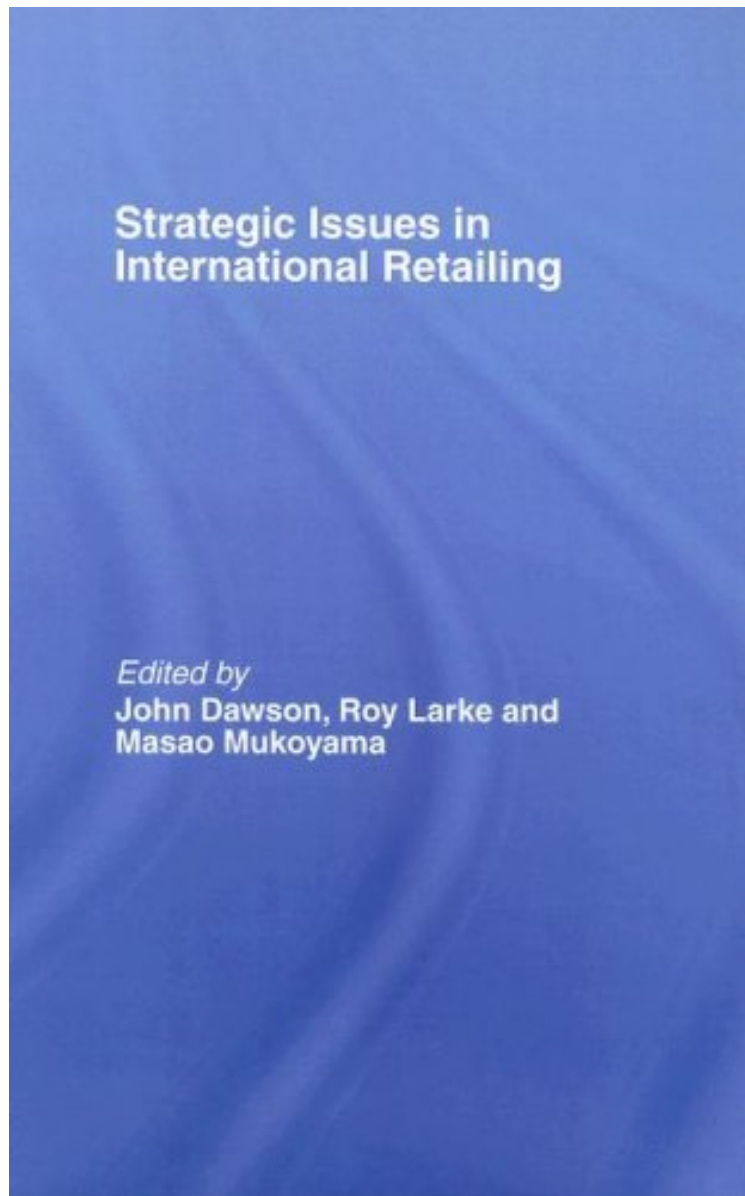


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This important text takes a strategic approach, examining in-depth studies of a variety of retailers and marrying theory with practice to provide comprehensive coverage for students at every level. Illustrating and

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'John Dawson is recognized as one of the leading authorities on international retailing. *Strategic Issues in International Retailing* is a welcome addition to the field. An important aspect of the book is its thoughtful integration of both the conceptual and empirical perspective on the process of retail internationalization. It thoughtfully provides critical assessment of the current growth of international retail by examining the process of internationalization within the context of a retail organization's strategic planning. Based on this framework the experiences of number of major retail organizations — Zara, Carrefour, Boots, Royal Ahold and Tesco can be evaluated. For those interested in understanding the complexities of international retailing, this book is a must read.' - Ken Jones, Dean, Faculty of Business, Ryerson University