



Introduction To Marketing - Principles Of Wholesale And Retail Distribution (Hardback)

By Paul D. Converse

Read Books, United Kingdom, 2008. Hardback. Book Condition: New. 218 x 148 mm. Language: English . Brand New Book ***** Print on Demand *****.INTRODUCTION to MARKETING PRINCIPLES OF WHOLESale AND RETAIL DISTRIBUTION by Paul D. Converse. Preface: THIS BOOK has a definite objective to combine a treat ment of general marketing methods and principles with a more detailed treatment of retailing, particularly the operation of small and medium-size stores. It is believed that one . can not properly understand retailing without some knowledge mar ket economics and wholesaling. Students will understand ptail store operation better if they first secure a general knowledge of the field of marketing and know the place of retailing in the over all picture. Therefore, market economics, the physical handling of goods, and wholesaling are treated before the discussion of retailing is begun. Paul D. Converse Fred M. Jones. Contents include: I. Introduction 1. THE MEANING AND SCOPE OF MARKETING 3 2. THE PHYSICAL HANDLING OF GOODS 21 3. MIDDLEMEN, TRADE CHANNELS, AND COMMODITIES 38 THE CONSUMER 54 II. Wholesale Marketing A. Organizations 5. COMMISSION MERCHANTS, BROKERS, AND AUCTIONS 75 WHOLESale MERCHANT 87 TTHE MANUFACTURER AND HIS OUTLETS 101 B. Commodities 8. THE AGRICULTURAL MARKETING PROBLEM...



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