

# Retailing in Ireland: Contemporary Perspectives



A unique new book that presents a broad review of the Irish retail sector while delivering unique insights into its operation and the market forces that drive its development. \*Addresses contemporary retail themes and issues within the following subjects: \* Marketing and Branding \* Spatiality \* Technology \* Strategy \* Regulation \* Economics. \* Provides an historical overview of the evolution of retailing in Ireland, its heritage brands and the emergence of modern shopping formats. \* Analyses the productivity and efficiency of Irelands distribution model in comparison with international norms. \* Discusses changing consumer trends and characteristics, analysing their impact on the retail offering. \* Presents an overview of the internationalisation of the Irish retail sector. \* Reviews the influence of regulation on retail development in Ireland. \* Explores the impact of technology on decision-making, including location optimisation, customer targeting and online retailing. \* Assesses the rise of collaborative independent retail networks and the role of community-based retailing in the future development of the sector. \* Written by a team of specialist lecturers from the Republic of Ireland and Northern Ireland. Written for: \* Students of retailing at undergraduate and postgraduate level \* Marketing students taking a specialist retail module \* Retailing practitioners in Ireland

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