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Retailing Management By Levy And

Levy has published more than 50 articles in leading marketing and logistics journals and is co-author of the sixth edition of Marketing. He has performed research projects with major retailers and retail technology firms, including Accenture, Federated Department Stores, Khimetrics, Mervyn's, Neiman Marcus, ProfitLogic, and Zale Corp.

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He is coauthor of Retailing Management, 9e (2015), which is the best-selling retailing text in the world; Marketing, fifth edition (2016) and M-Marketing, fourth edition (2015), all with McGraw-Hill Education. Professor Levy was co-editor of Journal of Retailing from 2001 to 2007. He co-chaired the 1993 Academy of Marketing Science conference ...

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