

CONTENTS

<i>Preface</i>	<i>v</i>
1. Product Management : An Introduction	1
2. The Strategic Role of Product Management	31
3. Product Management in a Retail Business	55
4. The Decision-Makers in Retail Product Management	69
5. Category Management	93
6. Selecting Products	107
7. Supply Sources	127
8. Product Quantity Decisions	145
9. Product Range Management	167
10. Profitable Product Management	183
11. Allocating Space to Products	197
12. Store Design	213
13. Visual Merchandising	231
14. Product Management in Non-store Retailing	247
15. International Aspects of Retail Product Management	263
<i>Bibliography</i>	301
<i>Index</i>	309