

## Book Review

Book – **RETAIL MARKETING**

Authors: Dr. B.B. Mishra & Manit Mishra

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*Retail revolution is going on in India. Foreign direct investment is likely to flow-in in the near future. The prospect of retailing in India is bright. The present title is another addition to the existing ones on the subject.*

*The book by the authors has 14 chapters with a few distinctive features which inter alia are chapter objectives, chapter structures, insight, chapter summary, keywords, etc. what is more important is that the authors have presented short cases almost in each chapter, relevant diagrams have been provided at appropriate places for a better and easy understanding of the readers.*

*Some of the portions of the book could be expanded further in the subsequent edition which will be of immense help to the serious readers. For example, the chapters on Retail Strategy, Retailing- The Future, to mention a few. A separate chapter should be devoted for Retail Store Brands.*

*The book is expected to be popular among the students and faculty of Retail Management. The authors deserve appreciation for lucid presentation of the subject.*

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