



International Retailing Second Edition

Brenda Sternquist

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The fashion industry is global, with many companies sourcing and manufacturing their goods overseas. Retailing is no different. As more U.S. retailers expand beyond the home borders, students must have a keen understanding of both foreign and domestic retailing environments in order to remain competitive. *International Retailing*, 2nd Edition, lays the groundwork for understanding the retail environment in key countries around the world, including Korea, India, China, and members of the European Union. It concentrates on how legal, social, and economic measures have affected the distribution of consumer goods throughout the world and provides a conceptual framework for understanding future trends.

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