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## *Retailing: Integrated Retail Management 3e*

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James R. Ogden, Ph.D. Kutztown University

Robert Paul Jones, Ph.D. Texas Tech University

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*"I love using the Ogden & Ogden text for my retail class. The graphics are awesome, the content is clear and easy to follow. It's a priority that my students be able to read and understand the topics, and be able to implement what they have learned in their workplace. In my opinion Ogden & Ogden textbook helped me accomplish that with my students"*

--Joe Molina  
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*"We adopted the Ogden and Ogden Retailing: Integrated Retail Management textbook for two reasons: It is a better book than the retail management textbook we had been using for years, and the price is substantially more in line with our students' pocket books. We were tired of facing classes of students that only half of the students had books because they couldn't afford the over priced \$200+ price tag. When we went with the Ogden and Ogden book, our student retention and student success improved dramatically. Our students now have a book that better meets their needs and gives them options to choose from."*

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### **Differentiators and About 4e:**

- **Light on the fluff; solid on the basics:** 4e is a concise text that covers strategic issues with an eye on financial considerations and operations management issues illustrated through retail cases and exercises.
- **New co-author,** Robert Paul Jones, is Department Chair of Hospitality and Retail Management in the College of Human Sciences at Texas Tech. In addition to his extensive academic work, Dr. Jones has over 25 years of executive leadership and consulting experience in retail and hospitality.
- **Uses an Integrated Retail Management flow chart to depict retail functions:** Most retail texts present students with a series of chapters that provide useful information but fail to explain how the various activities involved in retailing affect each other. The 4th edition offers the student an overview of the retail process through the use of an integrated retail management (IRM) plan. The steps involved in retailing as presented in the text are tied together through the IRM plan.
- **Expanded coverage of Mobile and e-Tailing is included throughout the text** and not treated as a stand-alone chapter. This helps emphasize that e-tailing is a form of retailing that uses many of the same models as other forms.
- Includes **updated cases** and real-world examples. And **omni-channel retailing** is incorporated throughout the text.

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**Dr. Denise Ogden** is a Professor of Marketing at Penn State University's Lehigh Valley Campus. Prior to pursuing a career in academia, Dr. Ogden worked in Public Relations for the U.S. Bureau of Reclamation, Alamosa, Colorado. Upon arriving to Pennsylvania in 1989 she joined D&B (formerly the Dun & Bradstreet Corporation) where she gained experience in various positions. There her accomplishments included development and implementation of a diversity training program and two national awards for outstanding performance. In 2003 and 2013, Dr. Ogden was the recipient of the Lehigh Valley Campus Teaching Excellence Award. She was also awarded the Penn State University Atherton Award for excellence in teaching in 2017. Her research interests include retailing, integrated marketing communication (IMC), and multicultural elements of business. In addition to diversity consulting, her consulting firm, The Doctors Ogden Group LLC, specializes in retailing, marketing research, and entertainment retailing. She is also active as newsletter editor and college liaison for the Center for Retailing Solutions. She is the co-author of texts in retailing, marketing, and integrated marketing communication and has published articles in many academic journals.

**Dr. James Ogden (Doc)** is an Emeritus Professor of Marketing at Kutztown University as well as CEO of the consulting firm The Doctors Ogden Group, LLC (T-Dog). He is in demand as a public and motivational speaker, having given presentations during the last few years all over the world. In addition, Dr. Ogden has published in leading journals and is the author of nine books on business and integrated marketing communications (IMC). Notably, he and his consulting partner and wife (Dr. Denise T. Ogden) have co-authored textbooks on retailing, marketing and IMC. Doc's academic training includes a Ph.D. with concentrations in research and statistical methodology, psychology and business; a Master's in Marketing and a Bachelor's in General Business and Business Education with minors in English, Language and Literature.

**Dr. Robert Paul Jones**, is an associate professor and Department Chair of Hospitality and Retail Management in the College of Human Sciences. Dr. Jones also serves as the President of the American Collegiate Retail Association, the leading retail academic organization. Robert earned his bachelor's degree in retailing management from Michigan State University, and his masters and Ph.D. in retailing management from the University of Tennessee, Knoxville. He previously taught at the University of Texas at Tyler as an associate professor of marketing and served as the Director of the Center for Retail Enterprises. Dr. Jones is active with many industry organizations (such as the Texas Retailers association) and continues to engage with industry working with firms such as 7-Eleven, Walmart, Walgreen's, MillerCoors, and many others. Dr. Jones has an active research agenda focused on the shopper and the shopper experience. His publications are found in journals such as *Journal of Retail and Consumer Services*, *International Journal of Retail and Distribution Management*, and *International Review of Retail, Distribution, and Consumer Research*.

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## About this Publication:

**The idea...** behind this text is to harness an integrative approach to help students see the big picture regarding the retailing process. Through the integrated retail management (IRM) flowchart provided at the onset of each chapter, students will be able to see where each of the various concepts fit in to the overall retail management process. In other words, instead of teaching students chapter material, this text reinforces the teaching of “subject” areas. This approach allows students to utilize critical thinking instead of chapter memorization. As one of the book’s reviewers commented, “... the organization of the textbook is logical and student-friendly in approach, which enhances the user’s learning and the emphasis on the role and importance of strategy in retailing.”



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