

L.A. Bragin, O.S. Karashchuk, E.A. Mayorova, A.F. Nikishin, T.V. Pankina

MODERN TRENDS IN ASSORTMENT FORMATION IN TRADE



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The purpose of the textbook “Modern trends in assortment formation in trade” is to study modern approaches to the formation of an assortment of trade organizations. The textbook is used within the discipline “sales management in trade” and others. The textbook is intended for students in the field of study 38.03.06 “trading business” and 38.04.06 “trading business” as part of bachelor's and master's programs.

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