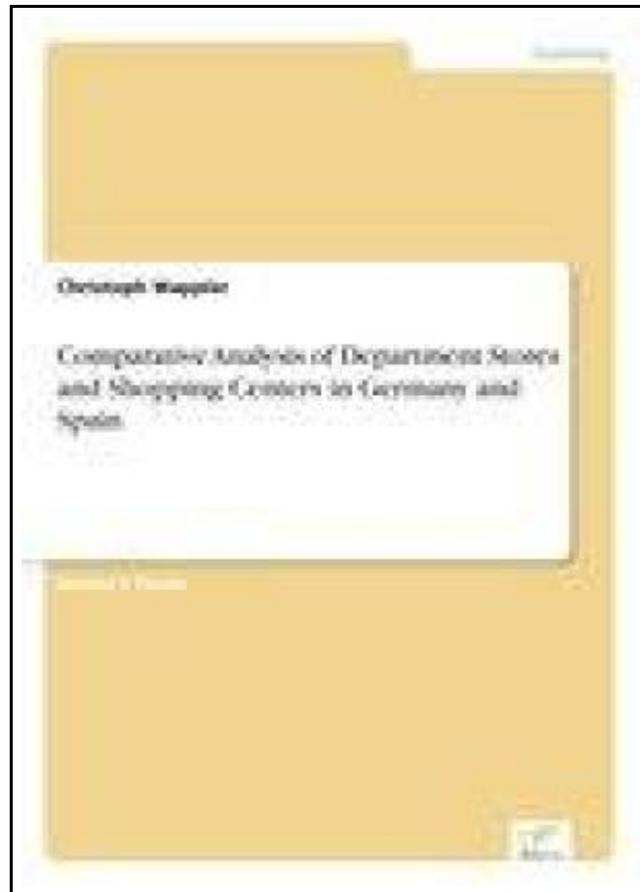


Comparative Analysis of Department Stores and Shopping Centers in Germany and Spain



Filesize: 4.38 MB

Reviews

It is one of my favorite publications. Indeed, it can be playful, nonetheless an interesting and amazing literature. I discovered this publication from my father and he suggested this publication to understand.
(Camryn Williamson)

COMPARATIVE ANALYSIS OF DEPARTMENT STORES AND SHOPPING CENTERS IN GERMANY AND SPAIN



Diplom.De Sep 2006, 2006. Taschenbuch. Book Condition: Neu. 210x148x7 mm. This item is printed on demand - Print on Demand Titel. Neuware - Master's Thesis from the year 2006 in the subject Business economics - Trade and Distribution, grade: 3,0, Otto-von-Guericke-University Magdeburg (Fakultät für Wirtschaftswissenschaft), course: Internationales Management, language: English, abstract: Inhaltsangabe:Abstract: Why are traditional German department stores close to bankruptcy in a time when so many new shopping centers with a similar offering of goods are being built Is this phenomenon just a problem of German companies or do other countries have the same situation For comparison, the situations in different countries, Germany and Spain are picked. Most of the literature in the field of retail management is written about US American companies. Thus, this thesis cannot totally ignore it. E-commerce, despite its growing importance, is not part of this comparison, as both retail formats are faced with the same opportunities and threats by it. The starting point of this thesis is the difficult situation Karstadt was facing in the last two years and the story about the successful department store concept of El Corte Inglés in Spain; hence these two companies play a major role throughout this thesis. The introduction provides the reader with an overview of the thesis. Furthermore, the question is addressed, if department stores and shopping centers can be compared. The main body of this thesis consists of three parts, which are structured after the same pattern: country level, industry level and company level. First, data is collected for a later analysis. Chapter 2 gathers all relevant information about Germany and Spain and then narrows down to the history of department stores and shopping centers. The company data is shown in its own chapter 3, as a major part of this thesis should be the...

 [Read Comparative Analysis of Department Stores and Shopping Centers in Germany and Spain Online](#)

 [Download PDF Comparative Analysis of Department Stores and Shopping Centers in Germany and Spain](#)

You May Also Like



Psychologisches Testverfahren

Reference Series Books LLC Nov 2011, 2011. Taschenbuch. Book Condition: Neu. 249x191x7 mm. This item is printed on demand - Print on Demand Neuware - Quelle: Wikipedia. Seiten: 100. Kapitel: Myers-Briggs-Typindikator, Keirsey Temperament Sorter, DISG,...

[Save ePub »](#)



Programming in D

Ali Cehreli Dez 2015, 2015. Buch. Book Condition: Neu. 264x182x53 mm. This item is printed on demand - Print on Demand Neuware - The main aim of this book is to teach D to readers...

[Save ePub »](#)



Grandpa Spanielson's Chicken Pox Stories: Story #1: The Octopus (I Can Read Book 2)

HarperCollins, 2005. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Foreword by Raph Koster. Introduction. I. EXECUTIVE CONSIDERATIONS. 1. The Market. Do We Enter the Market? Basic Considerations. How...

[Save ePub »](#)



It's Just a Date: How to Get 'em, How to Read 'em, and How to Rock 'em

HarperCollins Publishers. Paperback. Book Condition: new. BRAND NEW, It's Just a Date: How to Get 'em, How to Read 'em, and How to Rock 'em, Greg Behrendt, Amiira Ruotola-Behrendt, A fabulous new guide to dating...

[Save ePub »](#)



Ip Man Wing Chun Basics (the movie Ip Man director Sin Kwok. Ip Man master(Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Paperback. Pub Date: Unknown Pages: 129 in Publisher: China Industrial and Commercial Joint Press...

[Save ePub »](#)