



BOTH LOCAL AND GLOBAL LEVELS ABOUT THE FULL RANGE OF AVAILABLE CONTRACEPTION IS ESSENTIAL. USING A HIGHLY ACCESSIBLE QUESTION-AND-ANSWER FORMAT, JOHN GUILLEBAUD AND ANNE MACGREGOR SEEK TO ENSURE EVERYTHING NEEDED FOR GOOD FAMILY PLANNING PRACTICE IS HERE IN THIS BOOK. NOW IN ITS SEVENTH EDITION AND ONLINE VIA EXPERTCONSULT, CONTRACEPTION: YOUR QUESTIONS ANSWERED REMAINS THE MARKET-LEADING, ONE-STOP RESOURCE FOR FAMILY PLANNING PROFESSIONALS WORLDWIDE. QUESTION AND ANSWER FORMAT IMPORTANT INFORMATION BOXES UNWANTED SIDE EFFECTS BOXES FREQUENT PATIENT QUESTIONS AT THE END OF RELEVANT CHAPTERS MANAGEMENT ADVICE FOLLOW-UP ADVICE INTERMITTENT QUIZZES FOR CPD PORTFOLIO PURPOSES NOW ON EXPERTCONSULT

**STRATEGIC RETAIL MANAGEMENT AND BRAND MANAGEMENT** DORIS BERGER-GRABNER 2021-10-25 IN THIS BOOK A COMPREHENSIVE COVERAGE OF MAJOR RETAILING TOPICS AND CONTEMPORARY ISSUES IN RETAILING AND BRANDING IS GIVEN, INCLUDING MANY CASES AND PRACTICAL EXAMPLES. BESIDES INTRODUCING THE TOPIC STRATEGIC PLANNING IN RETAILING AND FUNDAMENTALS IN THE FIELDS OF THE MARKETING MIX IN RETAILING, THIS BOOK BUILDS ON E-TAILING AND DIGITALIZATION. MOREOVER, TRENDS AND DEVELOPMENTS IN CONSUMER BEHAVIOR AND CONSUMERS' PURCHASE DECISIONS, ESPECIALLY IN THE FAST MOVING CONSUMER GOODS MARKET, ARE EXPLAINED. FURTHERMORE, THIS BOOK BUILDS ON THE MAJOR TOPIC STRATEGIC BRAND MANAGEMENT AND BRANDING DECISIONS IN GENERAL AND IN PARTICULAR WITHIN THE RETAIL LANDSCAPE.