MACMILLAN
DICTIONARY
OF
RETAILING

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M
MACMILLAN
REFERENCE
BOOKS

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First edition published 1991 by
THE MACMILLAN PRESS LTD
London and Basingstoke

Associated companies in Auckland, Delhi, Dublin,
Gaborone, Hamburg, Harare, Hong Kong, Johannesburg,
Kuala Lumpur, Lagos, Manzini, Melbourne, Mexico City,
Nairobi, New York, Singapore, Tokyo.

British Library Cataloguing in Publication Data

Macmillan dictionary of retailing. – (Macmillan dictionary series)

I. Baron, Steve II. Davies, Barry III. Swindley, David IV. Series
381.03

ISBN 978-0-333-56449-3 ISBN 978-1-349-21839-4 (eBook)

DOI 10.1007/978-1-349-21839-4

Dedication

To Shelagh, Krystyna and Pam, who helped;
and Peter Jones, who didn't.

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How to use the dictionary

Alphabetization of headings is on a word-by-word basis. Where a heading consists of two or more words, they are grouped together by the common first word. Thus, **market test** appears before **marketing**. Hyphenated compound words are alphabetized as if they were separate words. Thus, **odd-even pricing** precedes **odd pricing**.

Cross-references to other articles are shown in small capitals, e.g. BARCODE.

Preface

This Dictionary has been created in response to the growing interest in commercial distribution (particularly retailing) as a field of study. Retailing is an integral part of the way we live – buying goods and services as needs arise. Until recently it had received little attention as an independent subject, being treated as a topic within several disciplines, notably geography and marketing. As pioneers in the education field in the UK, we are happy to note the increased spread and availability of provision of retail education, particularly at higher levels.

Those people who are involved in the systematic study of retailing may find this volume useful, as may those involved in management. We have attempted to provide a comprehensive treatment of the core area, with some of the more relevant and important terms from physical distribution, marketing and operations management being included.

To this end we must record our thanks for their support and encouragement, to the retail organizations represented on the Professional Advisory Committee for the BA (Hons) Retail Marketing course at Manchester Polytechnic – in particular Asda, BHS, Co-operative Wholesale Society, Gateway Foodmarkets, Greenall's Retail Management, GUS Home Shopping, Halfords, Ind Coope, Makro, Littlewoods, Marks & Spencer, MFI, J. Sainsbury, J. D. Williams.

The upsurge of interest in retailing is an international phenomenon – as recent events in eastern Europe demonstrate. We have tried to reflect this international spread by including references to the largest retailers in Europe and North America, and by including terms in English that are particularly used in a number of countries, especially the USA.

While we would wish to tax our contributors with errors of omission and commission, this is unfortunately not possible. The responsibility remains ours, and we would be grateful if readers would provide us with corrections and suggestions for later editions.

We hope that the dictionary is of value to users: if it is, then no small measure of credit must go to Chris Morley, who produced the initial headword list, and to those who provided the typing and administrative support – Jenny Davis, Linda Scanlan and, especially, Brenda Oldfield, to whom many thanks.

Steve Baron, Barry Davies
Manchester, 1991

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Bournemouth, 1991