

## COURSE OUTLINE: The Economics of Retail Systems (December 2011)

### 1. Introduction

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### I. General Considerations.

### 2. The Economic Function of Retail Organizations

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### 3. Retail Demand

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## II. Interactions Between Retailers and Consumers

### 5. Multi-Product Retailing.

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### 6. Business Practices.

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## Conclusion: The Retailing of Services

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