



Retailing in the European Union

Stewart Howe

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As retailing becomes increasingly important in global economics, the similarities and differences of retailing from country to country are now more evident. This unique and timely study of retail structures across Europe, gives an insightful overview of the internationalization of retailing and asks important questions regarding the effectiveness of different retailing sectors.

With chapters on Denmark, France, Germany, Greece, Italy, Spain and the United Kingdom, this contemporary study examines the extent to which Europe's increasingly homogenous environment applies to retailing. By considering overall structural and socio-economic variables of country-to-country retailing, it draws fascinating conclusions on efficiency and competition within the European Union.

A major contribution to the field of European retail studies, this significant work in comparative legislation is essential reading for anyone studying retailing at postgraduate or undergraduate level or with an interest in comparative economics.

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