

Levy Weitz Retail Management 8th Edition Mcgraw

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Retailing Management is proud to welcome Dhruv Grewal, Toyota Chair of Commerce and Electronic Business, and Professor of Marketing at Babson College, to the 9th edition author team. Dhruv brings years of academic experience and close collaborations with Michael Levy to co-author several retailing articles and co-edit the Journal of Retailing from 2001 to 2007, round out this powerful author team.

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REVIEW OF LEVY WEITZ RETAIL MANAGEMENT 8TH EDITION MCGRAW

- First read this set of books when I was 15 I'm now 40 and loved it more this time round
- Do you want to get away from the hassles of reality, the stresses of everyday life? Then Alice's Adventures in Wonderland is the book for you. After reading it, I found that it can be entertaining for a reader of any age. Children can enjoy an outrageous character in the story, such as the Cheshire Cat. Kids like the sly, disappearing cat with the everlasting smile because he's unusual. Adults can also enjoy the story by examining the meaning of the seemingly shallow plot, a girl lost in a dreamworld, a wonderland. I myself enjoyed the book because it gave me a break from reality. It made me feel like all that I needed was to enter into a wonderland of my own. Is this "wonderland" really safe for kids though? Some people question whether this story is appropriate for children because of the unusual characters, but what is the real meaning? Is the Mad Hatter, with his neverending tea party and his bumbling speech, a portrayal of the mentally unstable? Is the Catapillar sitting on top of a magical mushroom, blowing smoke through a hookah, an emblem for drugs? Children would not see these things in the story, or would they? I think children could enjoy the story for its simplicity, not for hidden meanings. How can the story be taken further though? Adults should be asking questions about the book. For example, when first read, the plot seems simple, a young girl falls asleep and in her dream she tumbles down a rabbit hole into a backwards world where she grows to her liking, watches cats disappear into thin air, and gets crazy advice from a catapillar on a magic mushroom. One second Alice is reading with her sister and the next second she is floating down a rabbit hole. Adults can examine twists like this and wonder what it means for the entire storyline. Does it foreshadow events to come? Older people would be more likely to think about the storyline and can have more fun trying to find hidden meanings. So this story is very appropriate for adults. The reason why I enjoyed the story was the break from reality. Obviously the story of Alice and her adventures is fantasy, but when I read it, it makes me feel like I can take a break from the world. This is because the characters and plot are so unreal, that they make me feel unreal, too. So this story, Alice's Adventures in Wonderland, can be simple for children, complex for adults, and is a break from life for me. Overall, it is a very satisfying story. Are you willing to go tumbling down the rabbit hole?