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DESCRIPTION

The *Journal of Retailing* is devoted to advancing the state of knowledge and its application with respect to all aspects of *retailing*, its *management*, *evolution*, and current theory. The field of retailing includes both *products* and *services*, the *supply* chains and *distribution* channels that serve retailers, the relationships between retailers and members of the supply channel, and all forms of *direct marketing* and emerging electric markets to households. Articles may take an economic or behavior approach, but all reflect rigorous analysis and a depth of knowledge of relevant theory and existing literature. Empirical work is based upon the scientific method, modern sampling procedures and statistical analysis.

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Executive Summary

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