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Retailing in the 21st Century Current and Future Trends by Editor-Manfred Krafft; Editor-Murali K. Mantrala ISBN: 9783540283997 / 3540283994 Hardcover; Springer;

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Krafft, M. and M. Mantrala (2010), "Retailing in the 21st Century: Current and Future Trends," Springer Berlin.Heidelberg, 2010 (Second Edition).
<http://business.missouri.edu/people-directory/murali-mantrala>

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