

# Contents

*Extended Contents* v

*Preface* xii

*Acknowledgments* xv

## PART I

Overview 1

- 1 Internationalization of Retailing 3
- 2 Strategic Retail Expansion 25
- 3 Location Factors 57
- 4 Culture and Consumer Behavior 83
- 5 Retailing in Developing  
and Emerging Markets 107
- 6 Licensing, Franchising,  
and Strategic Alliances 131
- 7 Retailing in Multinational Markets 151

## PART II

Retailing in the Americas 173

- 8 The United States 175
- 9 Canada, Mexico, Central America,  
and the Caribbean 205
- 10 South America 225

## PART III

Retailing in Europe, Asia, Africa,  
Australia, and the Middle East 247

- 11 Europe and Russia 249
- 12 The Middle East and Africa 273
- 13 Asia and Australia 289

## PART IV

The Future of  
International Retailing 311

- 14 Prognosis for the Future 313

*Glossary* 331

*Credits* 340

*Index* 342