



RETAIL MARKETING MANAGEMENT

The **5** Es of Retailing

Dhruv Grewal

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To my uncle Indrajit Seth and aunt Jeet Seth

To my wife Diana Grewal, daughter Lauren Grewal, son-in-Law
Chet Berman, son Alex Grewal, and Mother Saroj Grewal

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Britt Hackmann, Co-founder of Nubry.

