

Levy Weitz Retailing Management

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Levy has published more than 50 articles in leading marketing and logistics journals and is co-author of the sixth edition of Marketing. He has performed research projects with major retailers and retail technology firms, including Accenture, Federated Department Stores, Khimetrics, Mervyn ' s, Neiman Marcus, ProfitLogic, and Zale Corp. Barton Weitz

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Weitz founded the UF David F. Miller Center for Retailing Education and Research, which is supported by contributions from JCPenney, Macy ' s, Walmart, Office Depot, and Home Depot. He has won awards for teaching excellence and published in leading academic journals on channel relationships, electronic retailing, store design, salesperson effectiveness, and sales force and human resource

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Weitz founded the UF David F. Miller Center for Retailing Education and Research, which is supported by contributions from JCPenney, Macy ' s, Walmart, Office Depot, and Home Depot. He has won awards for teaching excellence and published in leading academic journals on channel relationships, electronic retailing, store design, salesperson effectiveness, and sales force and human resource management.

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