

About the Authors

Marianne Bickle

Retail author, lecturer, researcher and consultant Dr. Marianne Bickle is the director of the Center for Retailing at the University of South Carolina. The center provides both local and international projects and research focusing on industry competitiveness. Her industry and academic experiences with brick-and-mortar retailing, direct marketing and Internet retailing, provides her with clarity and insight into the dynamic retail environment.

Dr. Bickle has conducted research in cross-channel shopping behavior, internet shopping, social responsibility, fashion marketing, effectiveness of visual merchandising techniques, category management, and consumer behavior decision making in a tourism environment. Her professional work includes market analysis, survey research, corporate training, and participation on retail Board of Directors.

Dr. Bickle is the author of *Fashion Marketing: Theory, Principles and Practice* published by Fairchild Books. She blogs weekly for *Forbes* and has published and presented in excess of 90 peer refereed papers in relation to retailing. She is on the Board of Directors on a privately owned fashion company and is a regular retail contributing expert for news corporations.

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