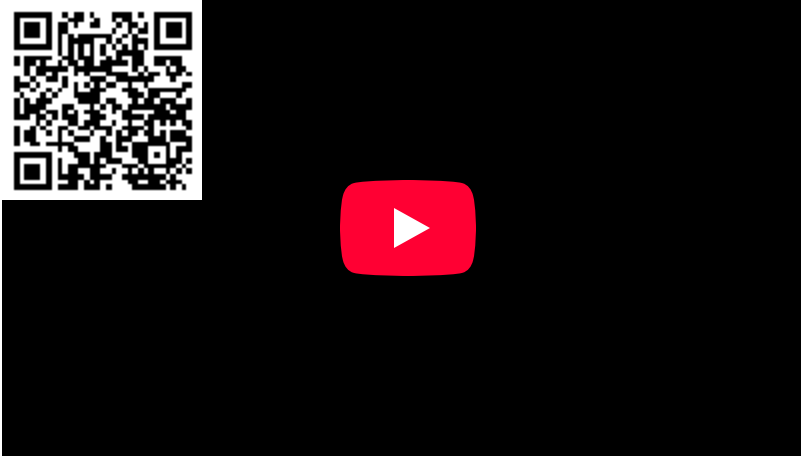


3.15: Introduction to Non-Store Retail Channels

What you'll learn to do: Describe a wide variety of non-store retail channels

It's easy to confuse “retail” with the brick & mortar store experience. Or, if thinking of non-store retailing, extend “retail” only to the on-line domain. But, it's important to expand this consideration to include multiple alternative outlets to get an understanding of the wide breadth of retailing, outside store formats, including: e-commerce, catalogues, and even vending.



Contributors and Attributions

CC licensed content, Original

- Introduction to Non-Store Retail Channels. **Authored by:** Patrick Williams. **Provided by:** Lumen Learning. **License:** [CC BY: Attribution](#)

3.15: Introduction to Non-Store Retail Channels is shared under a [not declared](#) license and was authored, remixed, and/or curated by LibreTexts.