



Regional Shopping Centers: Out-Of-Town Versus In-Town

Peter J. McGoldrick, Mark G. Thompson

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This is a detailed study of the competition between major in-town and out-of-town shopping centres. The study takes a broad view of factors which serve to stimulate or inhibit patronage of each type of centre.

Traditional spatial models are reviewed and developed and new measures of relative patronage are developed and tested. The book concludes that major differences exist between the image structures of each type of centre. Two centres in the Newcastle area are used as case studies.

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