

Professor Isabelle Szmigin discusses discount stores and supermarkets on BBC WM

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Last week, another Birmingham Business School academic featured on local radio station BBC WM, commenting on current issues.

Professor Isabelle Szmigin featured last Wednesday, discussing discount stores and how they have become more widely acceptable. She also discussed the quality and price of foods, including fresh fruit and meat, at supermarket chains such as Tesco and Sainsburys.

Listen to **Professor Isabelle Szmigin** (<http://www.bbc.co.uk/programmes/p01gnn7k>) (22:40)

The interview is only available for a limited time.