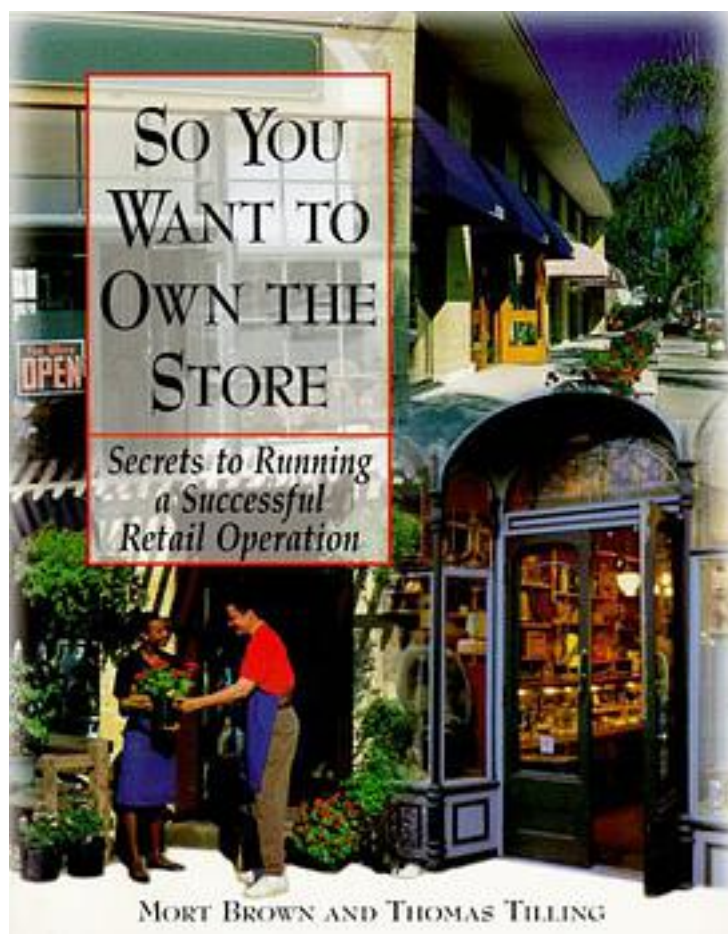


So You Want to Own the Store



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著者:Brown, Mort/ Tilling, Thomas

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In the highly competitive retail world, the small-business owner needs pragmatic, current, down-to-earth advice to be successful. "So You Want to Own the Store" is a comprehensive handbook that provides step-by-step help for the prospective

shopkeeper or home-based retail-business owner. Included are helpful hints from experiences of store owners about every aspect of the business: choosing a location, defining store policies, training personnel, ordering, pricing, and displaying merchandise - even negotiating with the bank.

作者介绍:

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