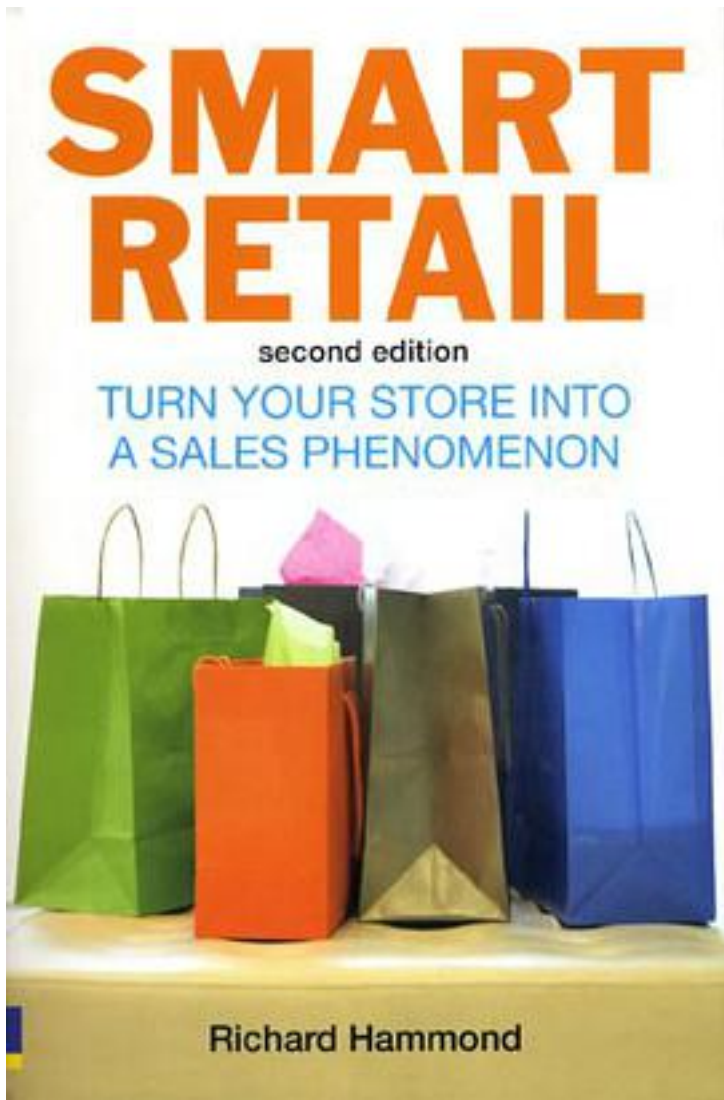# Smart Retail



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著者:Richard Hammond

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在线阅读本书

Work in retail for any length of time and it gets into your system. There's something about shop-based selling - it's immediate, exciting, risky and hard to predict. Most retailers love it. But in many ways it's the least understood of all business practices. Now in its second edition, this bestselling book provides you with even more crucial insights into how retailing works. Fully revised and updated with the latest success stories, new ideas, strategic and tactical thinking, Smart Retail is the how-to retail bible. New chapters include learning from the past pioneers of retail - the simple yet effective strategies your competitors have forgotten and how use data to drive profit and growth. Covering everything from creating the ultimate retail experience to understanding your customer and the importance of motivated shop floor workers, this is the book that will equip managers, ambitious team-workers, retail entrepreneurs and indeed anybody who sells direct to customers, with practical winning ideas and strategies. This book is the first 'how to' retail handbook. It uncovers the key elements that separate the great retailers from the average, the killer teams from the also-rans and the High Street success stories from the back street strugglers. Covering everything from creating the ultimate in-store experience to understanding your customer and from promotional strategies to building energised and motivated teams, this is the book that will equip store managers, aspiring team-workers, retail entrepreneurs and indeed anybody who sells direct to customers, with practical winning ideas and strategies for retail success.

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