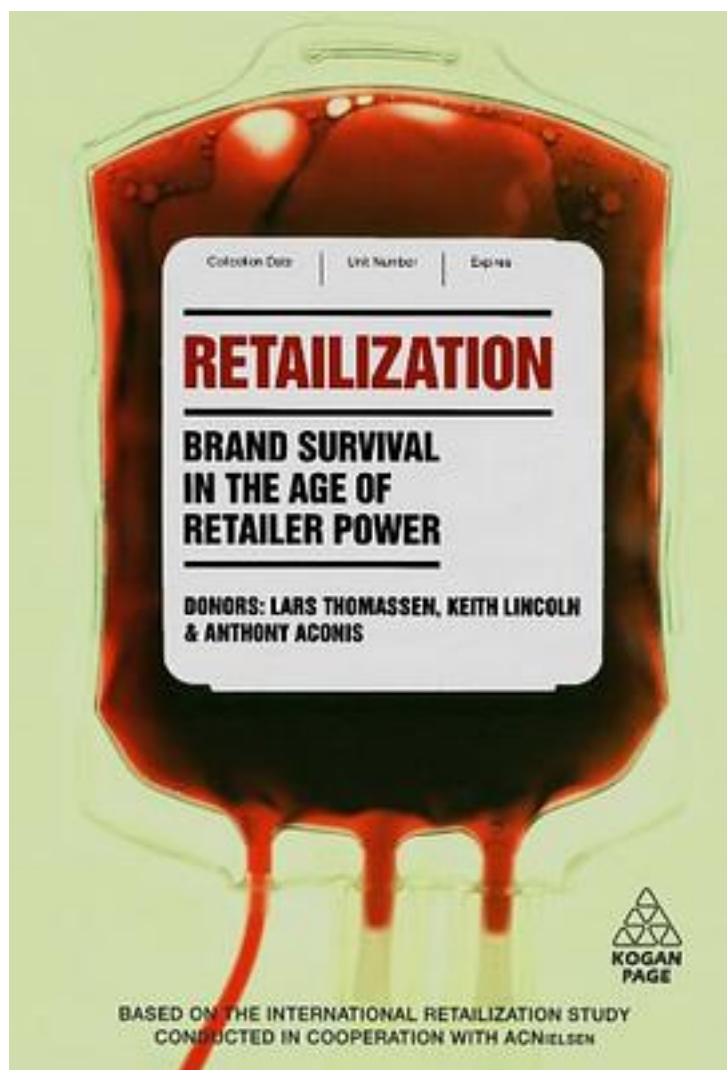


Retailization



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Welcome to the age of the retailer. With annual revenues of \$60 billion, Procter & Gamble is the largest brand manufacturer in the world, yet its proceeds are dwarfed by Wal-Mart's \$285 billion in annual revenue. Brands no longer control the market they are at the mercy of retailers.

Retailization illustrates how brand power is slowly and inexorably being replaced by retailer power. Many brands, though, lack the tools needed to prevent them becoming trapped between massive, global retailers and well-informed, demanding shoppers. In this new retail-centric world, marketing as we know it is being severely challenged, and there is an overwhelming need for fresh thinking and new tactics. Retailization is a call for brand managers to radically reinvent how they reach their customers. Based on a "Retailization" study conducted by A.C. Nielsen, it reveals how the world's most successful brands sell themselves in today's evolving marketplace. It provides brand managers revitalizing techniques that will redefine the way they think about and use marketing. Retailization has been translated into Japanese, Danish, Russian, and Chinese.

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