

Competing in Tough Times



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著者:Barry R. Berman

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Competing in Tough Times brings together the powerful new strategies that world-class retailers, like Trader Joe's, Costco, and Nordstrom, are using today to survive--and thrive--in a brutally unforgiving retail environment. Internationally respected retail management expert Barry Berman shows retailers and their suppliers exactly how to build effective strategies based on cost and differentiation, plan and implement those strategies, and measure the results. Berman offers detailed coverage of implementing strategies based on becoming the low-cost provider and minimizing product proliferation; enhancing the service experience; developing and maintaining a strong private label program; and more. To support each approach, he presents full-length examples from retailers covering every market sector, from consumer goods to apparel to technology. He thoroughly examines top retailers such as Aldi, Amazon.com, L.L. Bean, Publix, Stew Leonard's, Wegman's, and Whole Foods, and shares powerful insights drawn from the experiences of other leaders--from Au Bon Pain to Best Buy, Family Dollar to Target, Tesco to Walgreen.

作者介绍:

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标签

零售

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评论

优秀的零售企业大多数是非上市企业，有的还是员工持股企业。

我老师写的所以买来读读，retail 真是有趣的行业，有时间找个超市的实习吧！

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书评

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