

1. Record Nr.	UNINA9910143565303321
Titolo	Consumer-centric category management [[electronic resource]] : how to increase profits by managing categories based on consumer needs / / AC Nielsen, with John Karolefski and Al Heller
Pubbl/distr/stampa	Hoboken, N.J., : John Wiley & Sons, Inc., c2006
ISBN	1-118-42910-9 1-119-20163-2 1-280-28830-2 9786610288304 0-471-78517-2
Descrizione fisica	1 online resource (370 p.)
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Disciplina	658.78 658.834
Soggetti	Retail trade - Management Consumers' preferences
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Consumer-Centric Category Management: How to Increase Profits by Managing Categories Based on Consumer Needs; Foreword; Contents; Chapter 0: Introduction-Why Category Management Is More Important Than Ever; It's a Mad, Mad, Mad, Mad Marketplace!; Marketing Basics and Category Management; What Is the Purpose of This Book?; Who Should Read This Book?; Chapter 1: The Evolution of Category Management and the New State of the Art; Chapter 2: Category Management Begins with the Retailer's Strategy; Part II: The Eight Foundational Steps of Category Management Chapter 3: Step One: Define the Category Based on the Needs of Your Target MarketChapter 4: Step Two: Assign a Role to the Category That Best Supports the Retailer's Strategy; Chapter 5: Step Three: Assess the Category to Find Opportunities for Improvement; Chapter 6: Step Four: Set Performance Targets and Measure Progress with a Category Scorecard; Chapter 7: Step Five: Create a Marketing Strategy for the

Category; Chapter 8: Step Six: Choose Tactics for Category Assortment, Pricing, Promotion, Merchandising, and Supply Chain Management; Chapter 9: Step Seven: Roll Out the Plan Chapter 10: Step Eight: Review the Category's Performance Regularly and Make Adjustments as Needed Chapter 11: Bringing the Consumer into Category Management-A New Take on the Eight Steps; Chapter 12: General Mills-Going Beyond the Categories; Chapter 13: Big Y-Focusing on Implementation; Chapter 14: SUPERVALU-The Last Three Feet of Category Management; Chapter 15: CROSSMARK-Just the Facts; Chapter 16: Acosta-Multiplying the Impact of Category Management; Chapter 17: Chiquita-Extending Category Management to Perishables Chapter 18: The Hershey Company-Linking Consumer Insights and Customer Strategy Chapter 19: Miller Brewing-Tapping Category Management for Competitive Advantage; Chapter 20: Hewlett-Packard-Taking Category Management beyond Traditional CPG; Chapter 21: Lessons Learned from the Real World; Chapter 22: Proactive Category Management; Chapter 23: Linking Category Management and Loyalty Marketing; Chapter 24: The New Category Management Emerges; Acknowledgments; Index

Sommario/riassunto

In some parts of the world, especially in developing markets, category management today remains a stretch goal - a new idea full of untapped potential. In other areas, the original eight-step process that emerged in the late 1980's forms the foundation of many companies' approach to category management. In still others, particularly in developed countries like the U.S., the U.K., and others, refinements are being made - most of them designed to place consumer understanding front and center. New ideas are emerging - from "trip management" to "aisle management" to "customer management."
