

1. Record Nr.	UNINA9910150244103321
Autore	Hammond Richard
Titolo	Smart retail : practical winning ideas and strategies from the most successful retailers in the world / / Richard Hammond
Pubbl/distr/stampa	Harlow, : Prentice Hall Business, 2011
ISBN	9786613173355 9781283173353 1283173352 9780273744672 0273744674
Edizione	[3rd ed.]
Descrizione fisica	1 online resource (240 p.) : ill., ports
Collana	Books that make you better Smart retail
Disciplina	381.1
Soggetti	Retail trade - Management Industry Commerce Business & Economics Marketing & Sales
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Previous ed.: 2007.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Table of Contents Part 1 You - starting at the beginning 1 What do you want for yourself? 2 Rising above the crowd 3 Keeping it simple 4 Rolling those snowballs Part 2 Team - make us happy and we will make you money 5 What's the Big Idea? 6 How to build great teams 7 How to get people out of bed 8 All we need is a little better every time Part 3 Customer - make me happy and I will give you my money 9 We love shopping here! 10 Price and value 11 Promote or die 12 Marketing for real people Part 4 Store - make it brilliant and they will spend 13 Discovery 14 The great big theatre of shop 15 Detail, detail, detail - the store environment 16 And finally...how we got here Epilogue - and we're done?
Sommario/riassunto	This retail manual uncovers the key elements that separate the great retailers from the average, the killer brands from the also-rans. Covering everything from creating the ultimate retail experience to

understanding your customer, the book provides practical ideas and strategies.
