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Nota di contenuto	PART 1: An Introduction to the Retail Value ProPosition. 1 Crafting Value ; 2 Segmentation and Differentiation -- Part 2: The Shopping Environment. 3 Locations and Formats ; 4 Inside the Store ; 5 Interactive Electronic Retailing -- Part 3: Product Selection. 6 Buying and Merchandise Management ; 7 Category Management -- Part 4: Customer Engagement. 8 Managing Customer Relationships ; 9 Customer Valuation ; 10 Customer Loyalty -- Part 5: Putting It All Together. 11 Retail Pricing ; 12 Propositions: Pitfalls and Potential.
Sommario/riassunto	Whether you are an aspiring merchant or an industry veteran, this book's strategic framework will help you build a solid foundation for your business in today's ever-evolving retail marketplace.