

1. Record Nr.	UNINA9910821658503321
Autore	Murray Kyle B (Kyle Bayne), <1973->
Titolo	The retail value proposition : crafting unique experiences at compelling prices // Kyle B. Murray
Pubbl/distr/stampa	Toronto, [Ontario] ; ; Buffalo, [New York] ; ; London, [England] : , : University of Toronto Press, , 2013 ©2013
ISBN	1-4426-9649-4 1-4426-9648-6
Descrizione fisica	1 online resource (244 p.)
Disciplina	658.8/7
Soggetti	Retail trade Marketing Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
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.