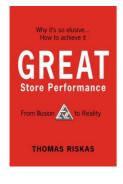
Find Doc

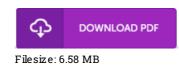
GREAT STORE PERFORMANCE: FROM ILLUSION TO REALITY



AuthorHouse. Paperback. Book Condition: New. Paperback. 216 pages. Dimensions: 8.9in. x 6.0in. x 0.6in.For some retail leaders, intense competition and changing shopping patterns have created a radical rethinking of strategic focus. This has resulted in a fundamental shift from the traditional emphasis on the 4-Ps of the marketing-mix (product, price, promotion, place) to a focus instead on the overall shopping experience. This emerging shift has, in turn, placed good to great performance as the governing vision and cornerstone of market...

Read PDF Great Store Performance: From Illusion to Reality

- Authored by Thomas Riskas
- Released at -



Reviews

It is great and fantastic. Better then never, though i am quite late in start reading this one. Its been written in an extremely simple way and is particularly only right after i finished reading this ebook where actually changed me, affect the way i really believe.

-- Orin Blick

Very useful to all category of men and women. I actually have study and i also am certain that i am going to going to read through again once more down the road. Its been written in an exceptionally simple way and is particularly only soon after i finished reading this publication by which basically altered me, modify the way in my opinion.

-- Dr. Sarai Fisher DDS

Related Books

- Daddyteller: How to Be a Hero to Your Kids and Teach Them What s Really by Telling Them One Simple Story
- at a Time Becoming Barenaked: Leaving a Six Figure Career, Selling All of Our Crap, Pulling the Kids Out of School, and
- Buying an RV We Hit the... Self Esteem for Women: 10 Principles for Building Self Confidence and How to Be Happy in Life (Free Living,
- Happy Life, Overcoming Fear, Beauty Secrets,...
- D Is for Democracy A Citizens Alphabet Sleeping Bear Alphabets
- My Name is Rachel Corrie (2nd Revised edition)