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This month I'm reviewing Smart Retail: Winning Ideas & Strategies from the World's Most Successful Retailers by Richard Hammond. I can highly recommend this book to anyone in the retail industry.

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Smart Retail Winning ideas and strategies from the most successful retailers in the world RICHARD HAMMOND. Vice President, Publisher: Tim Moore ... ideas for Smart Retail—you know who you are and you are all superstars. I would like to add this last thing: all the effort, sacrifice, setbacks, and

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Smart retail; winning ideas and strategies from the most successful retailers in the world. Hammond, Richard. Financial Times Prentice Hall 2012 224 pages \$24.99 HF5429 Hammond, a retailer and consultant, explains to managers, sales teams, entrepreneurs, and others who sell direct to customers, ideas and strategies to create more profits and ...

Smart Retail: Winning Ideas and Strategies from the Most ...

Fully revised and updated, this new edition includes the latest success stories, new ideas and strategic and tactical thinking to help grow your sales. Based on one simple question, which Richard Hammond posed to the world's leading retailers: 'What makes you so good?', Smart Retail shows you how to use some of the best winning ideas, strategies and tactical thinking.

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SMART RETAIL IS THE HOW-TO RETAIL BIBLE. Smart Retail reveals what the most successful retailers in the world know and how you can apply their secrets to your own business. ... Smart Retail: Winning Ideas and Strategies from the Most Successful Retailers in the World, 4th Edition By Richard Hammond; Published Dec 14, 2016 by FT Press. ...

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Smart retail; winning ideas and strategies from the most ...

Okay, so basically, Smart Retail offers more than enough winning ideas and strategies especially in the retail industry. What I was able to pick up was that happy team members are essential in obtaining the goal or the bottom line of the business.

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Direct mail remains one of the best retail marketing ideas — and, yes, even in our digital age! Consider these numbers: 79% of consumers say they open direct mail immediately; 54% of consumers say they prefer direct mail marketing the most; Which is to say: Retail postcards WORK. Advertising with retail postcards turns out to be very cost-effective because:

Bing: Smart Retail Winning Ideas And

Smart Retail incorporates several valuable chapters, including: Opportunities to learn from past retail pioneers: simple yet effective strategies your competitors have forgotten. How to use data to drive profit and growth. How to do more with less, and maximize the value each team member brings to the table.

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