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## How to Succeed at Retail: Winning Case Studies and Strategies for Retailers and Brands (Paperback)

By Keith Lincoln, Lars Thomassen

Kogan Page Ltd, United Kingdom, 2009. Paperback. Book Condition: New. 224 x 148 mm. Language: English . Brand New Book. Who are the world's best retail brands? Is there a formula for success you can learn from? How to Succeed at Retail helps you find the key factors that will make you successful. Building on the process introduced in the international bestseller Retailization, it begins by encouraging you to become retail obsessed and to think strategically, creatively and operationally in a retail context. It then illustrates success in action with 25 winning international case studies that show you some inspirational ways forward. Fast-paced and accessible, it concludes with an operational methodology which can be applied to any and every business. By introducing you to new ideas, winning cases and real tools, How to Succeed at Retail will help you to develop and implement an actionable brand vision. An accompanying website provides access to further case studies, strategies, tools and downloads. Featured case studies include: Apple; Assa Abloy; Bose; Courvoisier; Dyson; Easyjet; Gillette; Gooh!; Guinness; Hennes Mauritz; Holland Holland; Innocent; Karmaloop; Oliviers Co; P Peroni; Red Bull; REI; Senseo; Starbucks; Superquinn; Tchibo; Whole Foods Market; Yoyamart; and, Zara.



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