



Ebook Directory
the best source of ebook

The book was found

Retail Marketing And Branding: A Definitive Guide To Maximizing ROI



Synopsis

Retail Marketing and Branding, 2nd Edition – looks at how retailers can make more out of their marketing money with retail best practices in branding and marketing spend optimization. The second edition of Retail Marketing and Branding includes the following updates: * New and updated case examples * Updated figures and examples throughout * New interviewers with recent experiences * Additional chapters

Book Information

Hardcover: 396 pages

Publisher: Wiley; 2 edition (January 22, 2013)

Language: English

ISBN-10: 1118489527

ISBN-13: 978-1118489529

Product Dimensions: 6.3 x 1.1 x 9.3 inches

Shipping Weight: 1.5 pounds (View shipping rates and policies)

Average Customer Review: 4.4 out of 5 stars 3 customer reviews

Best Sellers Rank: #629,181 in Books (See Top 100 in Books) #126 in Books > Textbooks > Business & Finance > Sales #458 in Books > Business & Money > Industries > Retailing #860 in Books > Textbooks > Business & Finance > Marketing

Customer Reviews

CONTRIBUTORS Francesco Banfi, Paris Reinhold Barchet, Düsseldorf Dr. Thomas Bauer, Munich Gabriele Bavagnoli, Milan Rishi Bhandari, Chicago Adam Bird, Munich Jochen Bäringer, Düsseldorf Dr. Peter Breuer, Cologne Dr. Benjamin Brudler, Hamburg Jean-Baptiste Coumau, Paris Linda Dauriz, Munich David Edelman, Boston Thierry Elmalem, London Dr. Lars Fiedler, Hamburg John Forsyth, Stamford Dr. Tjark Freundt, Hamburg Nicol   Galante, Paris Jonathan Gordon, New York Dr. Roland Harste, Hamburg Holger Hu  rtgen, D  sseldorf Ingeborg Molden Hegstad, Oslo Tobias Karmann, Cologne Dr. Lars K  ster, Hamburg Dr. Mathias Kullmann, D  sseldorf Sascha B. Lehmann, Hamburg Clarisse Magnin-Mallez, Paris Tarek Mansour, Montreal Marco Mazz   , Rome Dr. Thomas Meyer, London Jan Middelhoff, D  sseldorf Dr. Boris Mitterm  ller, Cologne Stefanie M  ller, Cologne Dr. Jesko Perrey, D  sseldorf Andrew Pickersgill, Toronto Alex Perez-Tenessa de Block, Chicago Steffi Schreiner, Munich Dr. Dennis Spillecke, Cologne Dr. Yvonne Staack, Hamburg Dr. Andris Umblijs, London Dr. Kai Vollhardt, Frankfurt Dr. Tobias Wachinger, Munich Dr.

Anja Weissgerber, Berlin Stefano Zerbi, Milan EXECUTIVE EDITOR Dr. Cornelius Grupen,
Hamburg

Did you know that...? – strong brands have consistently outperformed benchmarks like the MSCI World index in the past decade? – the profitability cycle of new retail formats has shortened from more than a decade to less than a year since the 1960s? – the share of private labels exceeds 50 percent in many categories and still sees double-digit growth in some saturated markets? – 30 percent of all in-store signage is noticed by less than one percent of shoppers on average? – two thirds of all consumers globally use online product reviews to make purchase decisions? – leaflets are read by up to 90 percent of consumers, and that households receive up to 30 leaflets per week? – 25 percent of shoppers are actively looking for promotions to be able to afford their favorite brands despite tight budgets? If you want to find out how these and other facts can help you grow your business, this book is for you. To help retail executives take robust decisions in an environment of accelerating change, Retail Marketing and Branding provides a unique combination of strategic thinking and cutting-edge analysis. The second edition has new chapters on format development and fact-based promotion management, as well as fully revised chapters on digital marketing.

I'm reading the book and the structure of the book is excellent. I loved the first 3 chapters. It really is a book to retailers manager their brands!

Excellent

Good for retail marketer

[Download to continue reading...](#)

Retail Marketing and Branding: A Definitive Guide to Maximizing ROI Measuring ROI in Healthcare: Tools and Techniques to Measure the Impact and ROI in Healthcare Improvement Projects and Programs Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) Radio Programming and Branding: The

Ultimate Podcasting and Radio Branding Guide The Shopping Addiction Remedy: Free Yourself From Retail Therapy Forever By Stopping Your Addiction to Shopping Today (shopping, credit card debt, shopping ... retail therapy, ebay shopping, spending) Email Marketing: This Book Includes Email Marketing Beginners Guide, Email Marketing Strategies, Email Marketing Tips & Tricks Branding Her 4 : Kaylee & Alex (Episode 07 & 08) (BRANDING HER : Steamy Lesbian Romance Series) Network Marketing: Go Pro in Network Marketing, Build Your Team, Serve Others and Create the Life of Your Dreams - Network Marketing Secrets Revealed, ... Books, Scam Free Network Marketing Book 1) Social Media Marketing: 3 Books in 1: Social Media Marketing, Content Marketing & Network Marketing Architect and Entrepreneur: A Field Guide to Building, Branding, and Marketing Yo (Volume 1) Architect and Entrepreneur: A Field Guide: Building, Branding, and Marketing Your Startup Design Business YouTube Marketing: A Comprehensive Guide for Building Authority, Creating Engagement and Making Money Through Youtube (Facebook Marketing, Instagram Marketing 3) Instagram Marketing for Dummies-The Complete Guide to Instagram Marketing: Learn Exactly How to Create Your Instagram Marketing Strategy From Scratch and Optimize Your Strategy for Long-Term Success. Network Marketing For Introverts: Guide To Success For The Shy Network Marketer (network marketing, multi level marketing, mlm, direct sales) Content Marketing: Beginners Guide To Dominating The Market With Content Marketing (Marketing Domination) (Volume 4) Music Marketing: Press, Promotion, Distribution, and Retail Islamic Branding and Marketing: Creating A Global Islamic Business Strategic Database Marketing 4e: The Masterplan for Starting and Managing a Profitable, Customer-Based Marketing Program (Marketing/Sales/Advertising & Promotion)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)