

<<专卖店零售>>

图书基本信息

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内容概要

Unlike other books on retailing, Specialty Shop Retailing is aimed at the reader who has a dream of opening a store, but little background in this type of business. The book takes into account the fact that their motivation is often not primarily monetary, but rather the intangible benefits of creating your own business and working with people and products that you love. This new and improved 3rd edition includes material about selling on the Internet, including eBay storefronts; online marketing and customer service improvements; and changes in the retailing field, such as competing with big box retailers and the demise of the sales rep system.

## 作者简介

Carol L. Schroeder is the co-owner of Orange Tree Imports, a successful gift and kitchenware store in Madison, Wisconsin. She has over three decades of experience in specialty shop retailing, beginning with the Scandinavian furniture store she and her hus

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