

<<特种商店>>

图书基本信息

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内容概要

Innovative Ideas for Retail Success "A well-written book that covers all aspects of specialty retailing. A wonderful resource for anyone in retail or thinking about opening a shop." —Kim Mack, Vice President, Crabtree & Evelyn

"Specialty Shop Retailing is a bonanza of savvy ideas and an excellent road map to success in specialty retailing. . . . Schroeder apparently has done it all, or most—and, thankfully, she's willing to share it with the rest of us!" —Phyllis Sweed, former editor in chief, Gifts and Decorative Accessories

"Everything you wanted to know about specialty retailing you can learn right here. . . . A must-read by all prospective owners and all key employees. . . . Add your own creativity and fun, and you have the formula for SUCCESS!" —Joan F. Gillman, University of Wisconsin School of Business – Madison

"The first book you should read if you want to open a successful retail specialty shop, and a must book to read if you want to compare your store with one of the best in the field." —Bill Haefling, President, Haefling & Haefling, Inc.

"If you plan to open a specialty retail store, this book is a must! . . . I guarantee that those with existing retail operations, regardless of the maturity of the business, will also benefit from this book. Enjoyable reading!" —Anne McGilvray, Anne McGilvray & Company

"Carol Schroeder's insightful and humorous approach, combined with her broad human understanding and expertise, make for enjoyable as well as instructive reading. This book is essential for anyone who is considering opening a retail store." —William E. Little Jr., Chairman, George Little Management, Inc.

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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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