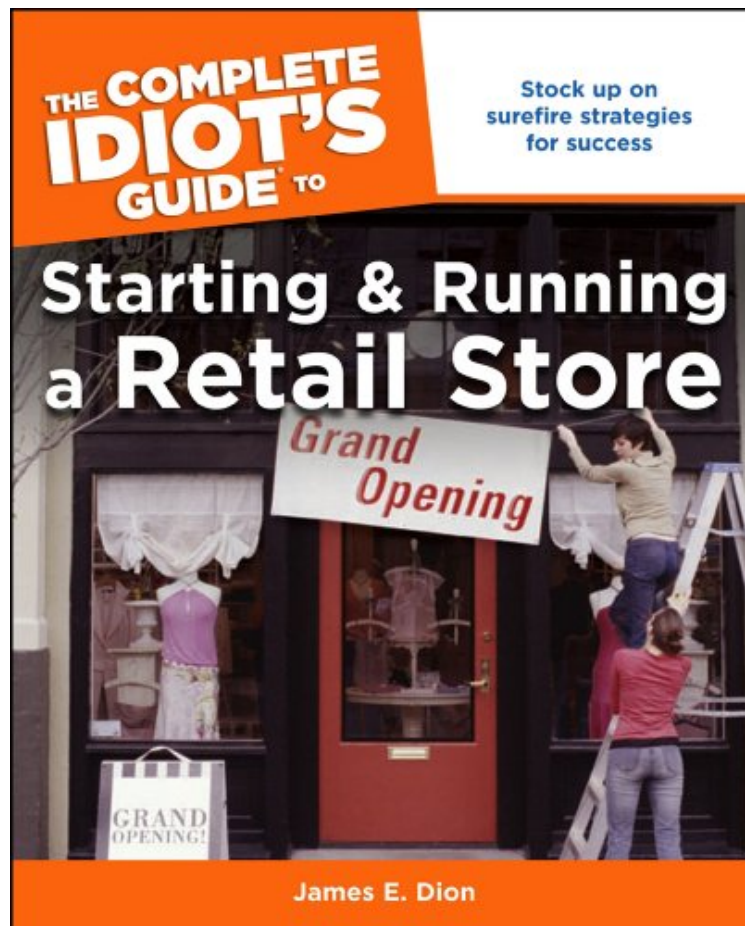


(Mobile library) The Complete Idiot's Guide to Starting and Running a Retail Store (Complete Idiot's Guides (Lifestyle Paperback))

The Complete Idiot's Guide to Starting and Running a Retail Store (Complete Idiot's Guides (Lifestyle Paperback))

James E. Dion

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James E. Dion : The Complete Idiot's Guide to Starting and Running a Retail Store (Complete Idiot's Guides (Lifestyle Paperback)) before purchasing it in order to gage whether or not it would be worth my time, and all praised The Complete Idiot's Guide to Starting and Running a Retail Store (Complete Idiot's Guides (Lifestyle Paperback)):

1 of 1 people found the following review helpful. Very BasicBy Pamela CatheyVery basic but goes into detail on the basics of opening a retail store. Gives a good overall look into the strategies that should be considered and where your focus should lie.0 of 0 people found the following review helpful. So far so steadyBy darion martinI'm working at my first retail job so I wanted to know what those other guys (who get the bigger paychecks) know.1 of 1 people found the following review helpful. Helpful!By S. HoltGood basic book for the beginner in retail. It sheds light on many unanswered questions and gives guidance in many areas of retailing.

Make the dream of opening a retail business a reality. The fastest-growing segment of small business is retail—everything from clothing to linens, books to boats, gourmet pans to furniture. With over 30 years' experience in retail, national expert and consultant James Dion offers practical, hands-on tips and advice on all aspects of retail business, from choosing the right business model and finding the ideal location to financing, purchasing, and marketing. Expert author with a high industry profile? Practical, hands-on steps on how to build a successful retail business? Up-to-date information on the retail market

About the Author James E. Dion, founder and president of Dionco, Inc., Chicago, is an internationally known consultant, keynote speaker, trainer, and author of the industry classics *Retail Selling Ain't Brain Surgery*, *It's Twice as Hard*, and *Start and Run a Retail Business*. Companies such as Microsoft, Maytag, Harley-Davidson, and Ritz-Carlton have benefited from his insights on retail selling, merchandising, technology, and consumer trends.