



Smart Retail: Practical Winning Ideas and Strategies from the Most Successful Retailers in the World

Richard Hammond

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Discover the secrets of some of the world's leading shops and online businesses. This is the book which reveals what the most successful businesses in the world already know.

- Find your 'Big Idea' and learn how that sets you apart from the competition
- Learn critical lessons from the pioneers of retail
- Understand what customers really want from your format
- Find out how to build strong store teams
- Become skilled in delighting your customers

Covering everything from creating the ultimate retail experience to understanding the customer and the importance of motivated shop floor workers, this is the book that will equip managers, team-workers, retail entrepreneurs and indeed anybody who sells direct to customers, with practical winning ideas and strategies.

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