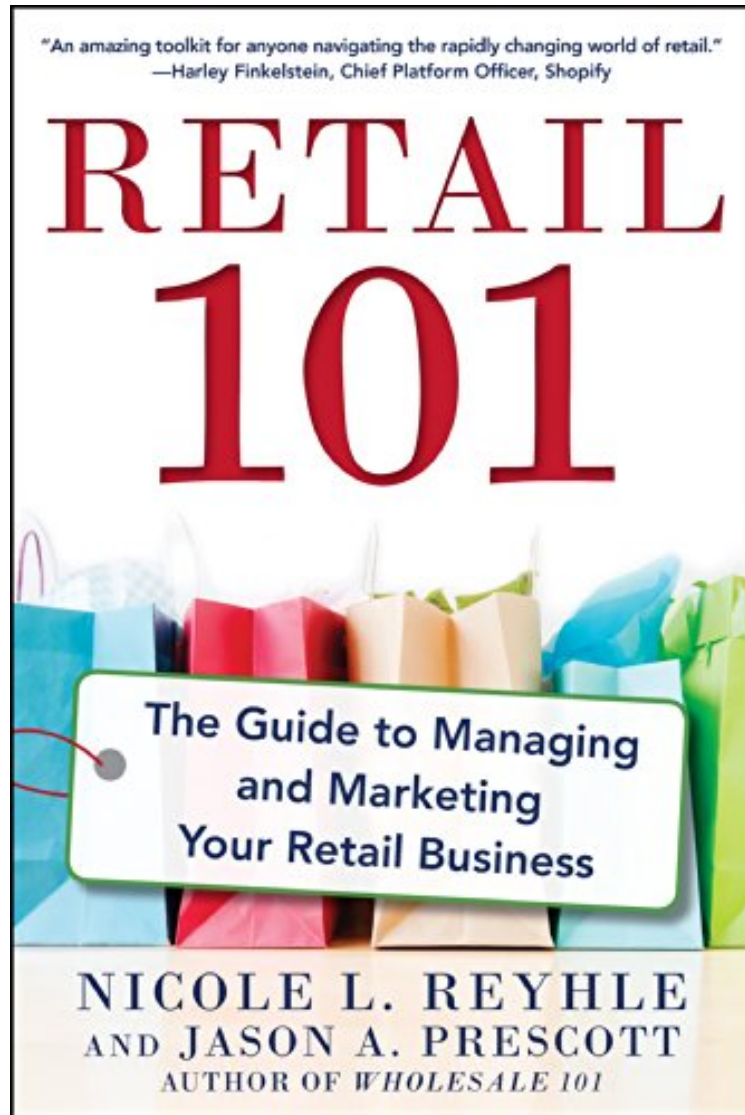


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Retail 101: The Guide to Managing and Marketing Your Retail Business

Nicole Reyhle, Jason Prescott

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covers the habits of successful retailers . . . how to stand out from big box stores . . . attending retail conferences and trade shows to learn from the best while taking a break from the daily grind . . . effectively managing your team members . . . global sourcing to offer what your local customers want . . . using "retail math" to understand how effective your inventory serves your business and your customers . . . how to leverage social media to connect with your customers and tell your store's unique story effectively . . . and much more. Every chapter includes an action guide of questions designed to help the business owner to apply the recommendations from that chapter. There are two appendices with relevant resources and a glossary of terms. If you're a retail owner or you want to be one, this is a must-read book. 2 of 2 people found the following review helpful. A Must Read! By Willie Brake Excellent book and I consider it a must read for every retail store operator! 3 of 4 people found the following review helpful. Great book! It explains a lot about how to . . . By Customer Great book! It explains a lot about how to run a retail business. I learned about retail that I never knew before. I should of read it when I worked at K Mart years ago. I really could of used the book back then.

YOU CAN COMPETE WITH THE BIG-BOX STORES! Whether you're a seasoned merchant or retail newbie, Retail 101 is the guide you need to successfully manage, market, and grow your retail business, brick and mortar or online. From two of today's top retail thought leaders, Retail 101 serves both as a strategic planning guide and as a hands-on practical reference that answers your critical questions along the way. "The ultimate how-to guide for independent retailers. Each chapter addresses a vital ingredient for retail success, including helpful ideas, useful lists, and action guides." -- Ted Teele, Chief Executive Officer, SnapRetail "While small retailers may feel like an endangered species, those who read this practical guidebook to retail survival will come away confident that they have unique assets they can turn into sustainable profits." -- Molly Love Rogers, President and CEO of Internet Retailer "If you've ever felt alone or frustrated building your business, read this book today!" -- Joe Abraham, founder of BOSI Global, author of Entrepreneurial DNA

About the Author **NICOLE LEINBACH REYHLE** is the founder of Retail Minded, the nation's only retail lifestyle publication. She is also the cofounder of the Independent Retailer Conference. **JASON A. PRESCOTT**, CEO of JP Communications, Inc., is the innovator behind the top wholesale and manufacturer trade platforms TopTenWholesale.com and Manufacturer.com. He is the author of Wholesale 101.