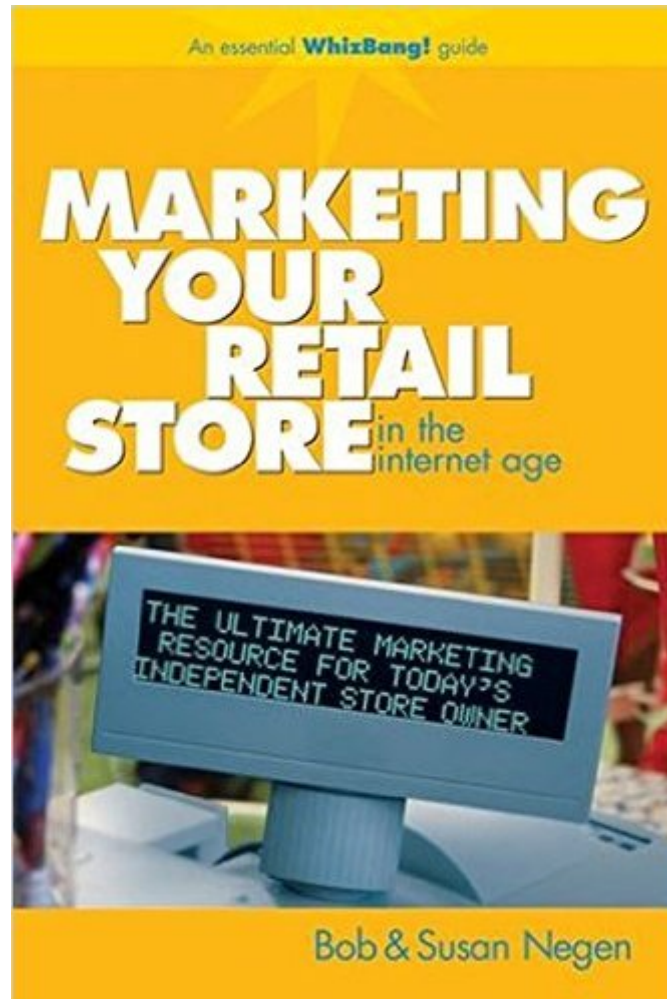


The book was found

Marketing Your Retail Store In The Internet Age



Synopsis

If you own and operate a small retail business, this guide will give you a proven system for marketing your store, allowing you to compete with online merchants and big-box stores alike. Full of fresh and innovative ideas for promoting small stores, it will show you how to create a great in-store experience and build loyal, long-lasting relationships with customers.

Book Information

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Customer Reviews

I'm not a retailer but I work with them daily. In researching an article about e-mail marketing for retailers, I looked for books like this, but found very few good ones. Two months later a review copy of this book came my way from the authors. It was just the book I had been seeking but not finding. It's written for an audience of small or mid-sized independent business owners, and the examples show that the authors have a lot of experience working with this type of client. The book offers a good mix of general principles to bear in mind ("The real value in a customer comes after the first transaction") and very specific, practical suggestions that retailers of all types will be able to quickly apply or adapt to their businesses. I also like that it's not TOO narrowly focused on using the Internet for marketing. It's a full-service marketing book that also covers well the important areas of websites and e-mail. The authors break most sections up into "key concepts," "low tech tactics" (i.e. non-Internet) and "high tech tactics." It's also current, of course. Books that talk about the Internet become dated rather quickly (all the books I looked at sounded archaic if they were more than 12 months old.) This one reflects today's marketplace and technological landscape. It's impossible to say how quickly it will become dated, but since it's not exclusively about the Internet, most of it

should remain useful and insightful even if e-commerce continues to evolve in surprising ways. I was particularly interested in the high-tech angle, feeling that many small retailers still don't know exactly how to get started with email marketing or how to take it up a notch.

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