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#### Reviews

It is great and fantastic. I have go through and i am sure that i will likely to study again once again later on. I am just easily could possibly get a enjoyment of looking at a published book. (Tad Stanton Sr.)

## FUN RETAIL RIVERS AND LAKES SERIES CAPITAL STAFF QUALITY BUILDING ENGINEERING SPECIAL EDITION TEXTBOOK: RETAIL RIVERS AND LAKES STORES(CHINESE EDITION)



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paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Pub Date: 2012 08 Pages: 147 Publisher: Contemporary World Press Retail is the barometer of the development of the national economy. but also in recent years. China's fastest-growing, most viable industry. Almost everyone can feel China's retail industry. this earth-shaking changes. because this change and enhance our quality of life are closely related. Fun retail itinerant series Capital Staff Quality building engineering special edition textbooks: Retail rivers and lakes of the store commence from the location of the layout of the store, store image, goods management, personnel management, performance management. customer management promotion management detailing the stores management skills. By learning to read the book, you can master the knack store location and store management skills, it is a practical handbook of essential day-to-day operations and management of the store operators. Contents: Chapter 1 election for pond fishing for big fish: store location know-how. address only shop stores large site strategy three small site. store location secret / 10 four different store location strategy / 1 5I five. analysis and evaluation of the site's shopping district / 17 six stores in the assessment of the cost estimates / 19 Chapter 2 people rely on clothes horse saddle: store image layout / 24 First. the image of the store - the key to attract customers into the store / 24. the image of goods - to enhance customer confidence key / 31 service image - the key to customer retention / 36. layout design - gathered stores / 46 Chapter 3 cargo popular key rotation: store goods management / 52 of a commodity management know-how - / 52 of process management. effective commodity distribution principle / 57 three goods procurement...

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