

The Art of Being Chosen

By Martin Butler

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Intimately affecting the lives of everyone on the planet, retail is the world's largest business. But what does it take to be truly successful in this highly competitive and cut-throat arena? Face to face, Martin Butler interviewed nearly 100 of the world's most successful retail bosses and now takes you behind the scenes of their victories.

From New Zealand to New York, China to Cape Town, this ground-breaking book delivers extraordinary access to some sensationally big thinking from the biggest names in retail including: Wal-Mart, Carrefour, Tesco, Macy's, M&S and Starbucks.

This robust and exhaustive two-year research programme has led Martin to identify six guiding principles for retail success – no matter how large or small a retail business may be. From Aldo to Zara, this revolutionary book includes 54 easily digestible case studies, packed full of insight and innovation.

To thrive, retailers must look to establish a competitive edge. This book will show them how.

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The Art of Being Chosen By Martin Butler Bibliography

- Rank: #2306941 in eBooks
- Published on: 2015-03-25
- Released on: 2015-03-25
- Format: Kindle eBook

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Editorial Review

Review
This book is like getting the world's leading retailers to help you run your shop...A" Ian Cheshire, CEO of Kingfisher Worldwide

About the Author
Martin Butler is Professor of English Renaissance Drama at the University of Leeds.

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