



Great Store Performance: From Illusion to Reality

By Thomas Riskas

AuthorHouse. Paperback. Book Condition: New. Paperback. 216 pages. Dimensions: 8.9in. x 6.0in. x 0.6in. For some retail leaders, intense competition and changing shopping patterns have created a radical rethinking of strategic focus. This has resulted in a fundamental shift from the traditional emphasis on the 4-Ps of the marketing-mix (product, price, promotion, place) to a focus instead on the overall shopping experience. This emerging shift has, in turn, placed good to great performance as the governing vision and cornerstone of market advantage. Such a vision has been applied to every aspect of the company's commitment to operational excellence and customer focus in fulfillment of their brand promise. It is in this context that Great Store Performance finds its timely relevance and compelling appeal. This book focuses exclusively on the subject of great store performance; what it means in distinction to typically good store performance, why its sustained achievement is so elusive and what is required to make its consistent achievement a reality to achieve and sustain market advantage. The recommendations offered in this book are based on the important findings and conclusions of extensive and groundbreaking field research conducted in over one thousand field executive store visits within several major chain...



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