



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

By Nicole Reyhle, Jason Prescott

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"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

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Retail 101: The Guide to Managing and Marketing Your Retail Business By Nicole Reyhle, Jason Prescott Bibliography

- Sales Rank: #257604 in Books
- Published on: 2014-06-23
- Released on: 2014-06-23
- Original language: English
- Number of items: 1
- Dimensions: 8.30" h x .60" w x 5.50" l, .82 pounds
- Binding: Paperback
- 272 pages

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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.

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