



Retailer's Edge

Bruce D. Sanders

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To thrive as a retailer in challenging times, you'll need to have a special edge beyond the basics. Retailer's Edge gives you an abundance of tested tactics that come from what researchers are discovering about setting prices, increasing the total size of the customer's purchase, building store advocacy, switching brand preferences, and more. Busy retailing professionals are too often restricted by old habits, superstitions, and hand-me-downs. In a fast-moving narrative using real-world examples from a range of retailing settings and companies, consumer psychologist Bruce D. Sanders shows readers how to break out of the boundaries.

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