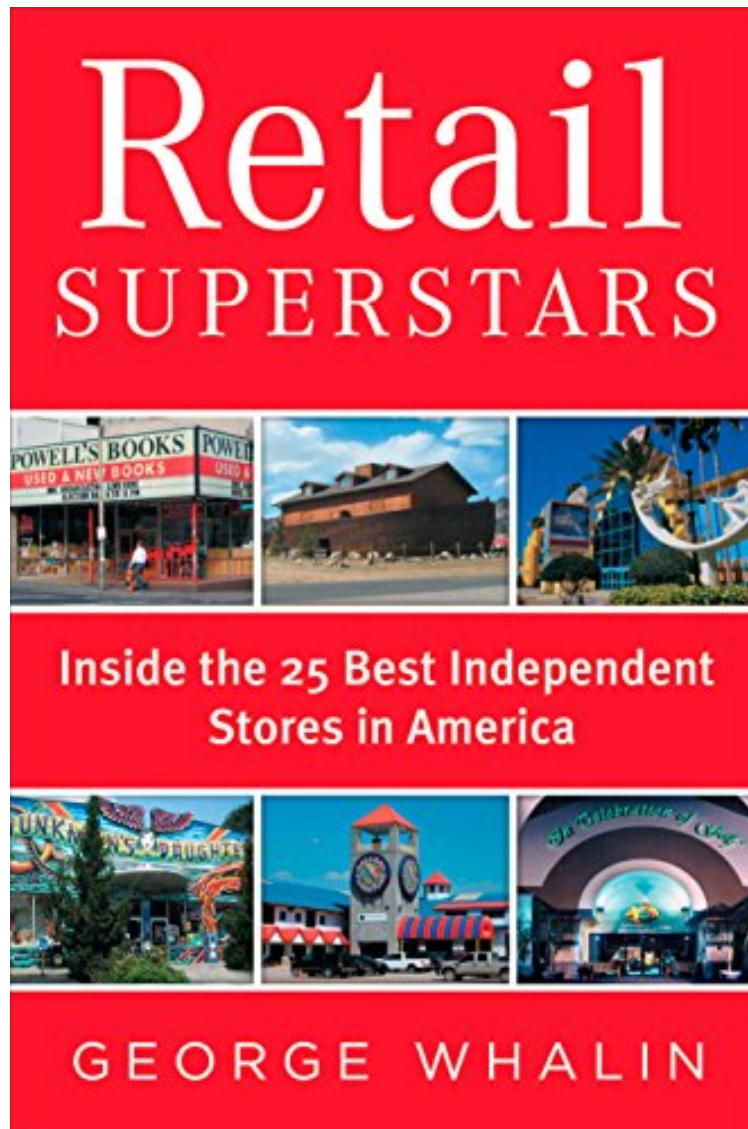


Retail Superstars: Inside the 25 Best Independent Stores in America

George Whalin

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George Whalin : Retail Superstars: Inside the 25 Best Independent Stores in America before purchasing it in order to gage whether or not it would be worth my time, and all praised Retail Superstars: Inside the 25 Best Independent Stores in America:

0 of 0 people found the following review helpful. The kind of book I would love to writeBy David and Suzanne McClendonThis is the kind of book I would love to write myself. The author, George Whalin, traveled all over the country visiting independent stores that were kickin' butt and takin' names.Most of the stores in the book I had never heard of before. Some of the stores, though, are right here in my backyard. Gallery Furniture, which I have never visited, is about sixty miles up the road from me. We see the Gallery Furniture commercials all the time. When I have

the money to get up to Houston, I would love to go for a visit and look around. Whalin takes us on a virtual tour of some of the stores by describing the present day store with some detail. He tells us how they got started and, in most cases, the "Secret to their Success." The book is well-written and entertaining. The book could be read in just a couple of hours, but I took a while because I would go back and re-read certain sections when referenced later in the book. If you have any retail in your blood, and you will know if you do, you must read this book. If you find yourself walking through stores and fronting and facing merchandise without thinking about it, you must read this book. If you or someone you love is a retail-aholic like me, you must read this book.

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1 of 1 people found the following review helpful. Quite useful for passionate of marketing at retail

By Tirelli Daniele I appreciated very much the choice of collecting 25 chapters, one for each company. The reader can have a global view of some of the best case histories in retailing. Usually you find big books or nothing at all on specific chains. Here you have the essential and also many suggestions for further research.

0 of 0 people found the following review helpful. Lots to learn

By Ed Lim This book shows how businesses can stand out from the competition. Most of the companies featured started out small but became well-known because they dared to do things differently. Lots of lessons to learn from them.

How small, one-of-a-kind businesses can break through among giants

Megachains like Walmart, Starbucks, Home Depot, and The Gap attract Americans to thousands of outlets by offering a large selection of goods and services. But this doesn't mean that independent stores can't compete with the big guys-and win. Retail expert George Whalin identifies and explores twenty-five highly popular and profitable independent stores from around the country. Unlike the mom-and-pops of yesteryear, these businesses embrace technology and innovation, generate word of mouth, and turn their size into an advantage. They include: ? ABC Carpet and Home in New York City ? Powell's City of Books in Portland, Oregon ? The Junkman's Daughter in Atlanta ? Jungle Jim's International Market in Fairfield, Ohio

Readers will be inspired by how these independent stores are thriving and take away lessons they can apply to their own businesses.

I simply love Retail Superstars! While it is an incredible collection of great stories of wildly successful independent retailers, the truth is that a chain-store CEO or a regional director, or a training or accounting department boss, can learn invaluable lessons from these pages. Bravo to George Whalin for a superb job! ---Tom Peters, business guru and bestselling author

George Whalin's passion for retailing shines through on every page of this terrific book, as he takes readers on a magical tour of the twenty-five greatest independent retailers in America. If you're in retail, Retail Superstars is must reading. If you're not, you're going to love the ride. ---Bo Burlingham, editor at large, Inc. magazine; author of Small Giants: Companies That Choose to Be Great Instead of Big

What a great service George Whalin has provided to the retail industry! As only he could do, Whalin is raising the bar on all retailers everywhere. Now takes his challenge: make your store the 'distinguishable and remarkable' twenty-sixth superstar! ---Patricia M. Johnson and Richard F. Outcalt, cofounders, The Retail Owners Institute(R)

About the Author George Whalin, founder of Retail Management Consultants, died on January 10, 2012, of complications from chemotherapy. He had advised retailers and manufacturers for more nearly 25 years. Prior to his consulting career, he spent 25 years as a store manager, owner, and retail executive. He lectured widely and appeared frequently in the media.