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## Store Wars: The Battle for Mindspace and Shelfspace

*Judith Corstjens, Marcel Corstjens*

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**Judith Corstjens, Marcel Corstjens : Store Wars: The Battle for Mindspace and Shelfspace** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Store Wars: The Battle for Mindspace and Shelfspace:

0 of 0 people found the following review helpful. A nice insight into own-brands (i.e. private label) and their influence on retail profitability. By Josh B The author touches on many subjects, but two stuck in my mind long after I was done reading. The first is the interaction between manufacturers, retailers, and consumers. Specifically, the idea that there is

a cost to consumers when they switch brands, and also when they switch stores. Those two costs are in constant struggle with one another. An example might be that if a product, say a designer shampoo, is strongly desired by consumers (i.e. there are high product switching costs) and you don't carry it, they may consider shopping somewhere else as a result. If there is another grocery store next door that has the shampoo (i.e. the store switching costs are low) then you are likely to lose that customer. The second important subject is the emphasis on private labels. Consumers have long associated private label products with low cost. Increasingly, retailers are working with manufacturers to create compelling, quality-based private label brands. These new brands have the advantages of low cost (particularly with regard to marketing) but because they are seen as a premium product, can still yield a high price. This transformation explains much of the success behind Trader Joes and other retailers that deal primarily in own-brand products. Overall the book is getting a bit dated, and it also has an international focus. Those seeking an up-to-the-minute analysis of US retailing should look elsewhere. However, *Store Wars* provides an interesting perspective on retail principles that are still relevant today.

7 of 7 people found the following review helpful. Keep this a secret. By Dr. David Arelette This is the first book I have read about grocery where the battle between manufacturer and retailer is examined for the dirty little war that it really is - too many pass over this as just another competitive issue, when it is a fight that will see one side losing big time. Buy a copy and keep it a secret - you will appear to have mastered the major strategic issues in grocery, this book is that good. The issues are examined in a balanced way and the conclusions are well drawn. Be warned, it takes time to read as every three or four pages gave me so many ideas that I would put it down and write a paper inside my business from the ideas and options the book had generated. Well worth the cost, but keep this between just us.

0 of 0 people found the following review helpful. Good supplemental text. By Conservative Gardener Good text to use in a retailing course in that it accurately depicts the rivalry between retailers and their suppliers on the issues of gross margins, brand loyalty, advertising, and share of display space. The text is critical of brand extensions, in a somewhat overly simplistic view, in that the supplier must introduce new products--or is not in pursuit of innovation or growth. Additionally, it holds that the greatest opportunity for retailers are in Type II private label items, which have not been able to "take off" in U.S. stores, as the share of private label seems always to be in a state of flux. All said, a very interesting book with a provocative tone that can inspire discussion for graduate students and undergraduate students alike.

*Store Wars* The battle for mindspace and shelfspace Judith Corstjens, Arrow Consultancy, Bois-le-Rois, France and Marcel Corstjens, Professor of Marketing Insead, Fontainebleau, France Fast moving consumer goods (FMCG) marketing has become a struggle between manufacturers and retailers for control of Mindspace and Shelfspace. Partnership is seen as an Indian wrestling match between manufacturers and retailers: co-operation can only be gained from a position of strength. Marketing for FMCG manufacturers now involves understanding retailers, their business and marketing strategies, their strengths and their limitations. The major aim of modern marketing is to affect the balance of power between retailers and their suppliers. *Store Wars* sets out to equip the reader to thrive in this climate. "Advertising agencies are in a unique and sensitive position as mercenaries in the battle between manufacturers and retailers. They work for both sides. This book provides, with its concept of mindspace and shelfspace, a profound and contemporary insight into the anatomy of branding on both sides of the divide." Martin Boase, Chairman, Omicom UK plc "The battle for mindspace and shelfspace provides a practical framework within which FMCG managers will need to test, adjust or even fundamentally change their strategic address. It describes the new reality." Dominic Cadbury, Executive Chairman, Cadbury Schweppes plc "Marcel and Judy have brought to bear their intellectual prowess and institutional knowledge to provide an enlightening view of issues in modern retailing. A book full of thought-provoking ideas for academics and practitioners alike." Rajiv Lal, Professor of Marketing, Stanford University

From the Publisher Uses a provocative and non-technical format to convey a systematic analysis of the changed and changing environment for selling fast-moving consumer goods. Covers issues faced by managers from both sides of the industry--the manufacturing view and retailing perspective of strategic marketing. Features an abundance of innovative ideas and authentic examples based upon the authors' experience.

From the Back Cover *Store Wars* The battle for mindspace and shelfspace Judith Corstjens, Arrow Consultancy, Bois-le-Rois, France and Marcel Corstjens, Professor of Marketing Insead, Fontainebleau, France Fast moving consumer goods (FMCG) marketing has become a struggle between manufacturers and retailers for control of Mindspace and Shelfspace. Partnership is seen as an Indian wrestling match between manufacturers and retailers: co-operation can only be gained from a position of strength. Marketing for FMCG manufacturers now involves understanding retailers, their business and marketing strategies, their strengths and their limitations. The major aim of modern marketing is to affect the balance of power between retailers and their suppliers. *Store Wars* sets out to equip the reader to thrive in this climate. "Advertising agencies are in a unique and sensitive position as mercenaries in the battle between manufacturers and retailers. They work for both sides. This book provides, with its concept of mindspace and shelfspace, a profound and contemporary insight into the anatomy of branding on both sides of the divide." Martin Boase, Chairman, Omicom UK plc "The battle for mindspace and shelfspace provides a practical framework within which FMCG managers will need to test, adjust or

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