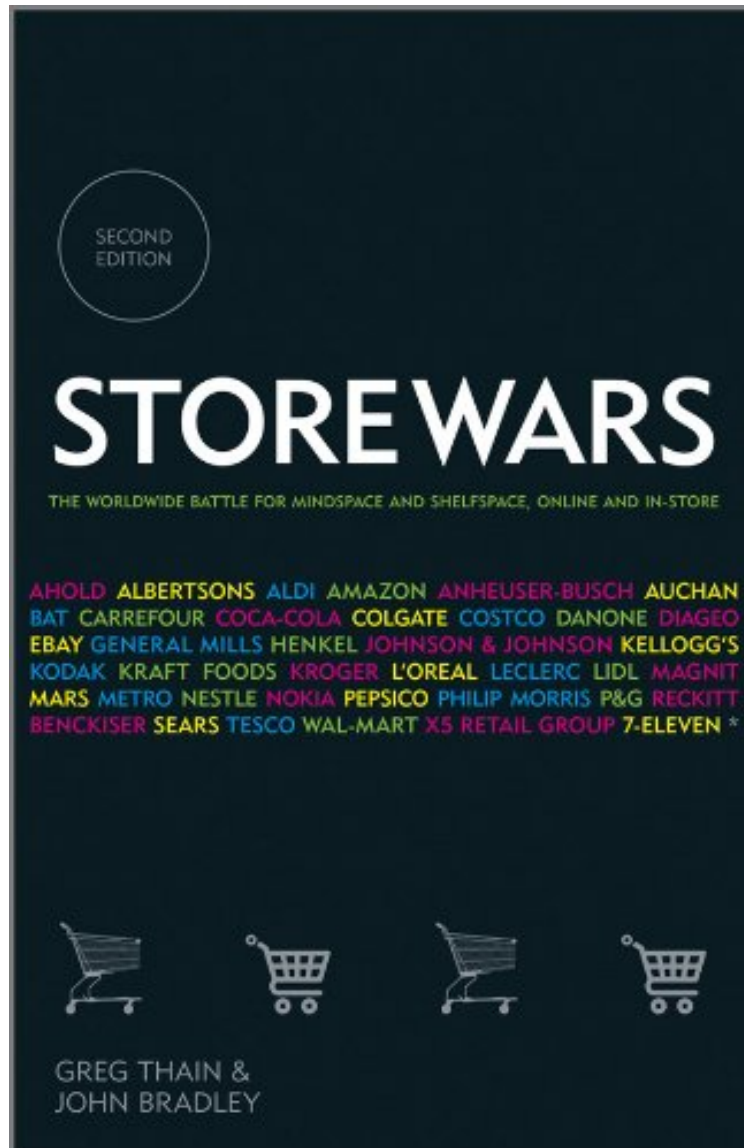


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# Store Wars: The Worldwide Battle for Mindspace and Shelfspace, Online and In-store

Greg Thain, John Bradley

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2 of 2 people found the following review helpful. Everything You Knew But Forgot To Prioritise By jfrichol Much of what is put forward will already be known by seasoned FMCG professionals. But the real secret to this book is how it

is consummately packaged. It has an uncanny effect of sharply cementing the future realities brand manufacturers face. We've all seen it on the horizon, debated it ad infinitum, yet there is still an apathetic approach for next retail revolution already in motion. This book delivers the stark realities and rips you out of procrastination. Well written, excellent flow and easy to read, the logical approach made it difficult to put it down. One of the greatest tools and insights I used this book for was the skillful juxtaposition between developed and emerging markets. 0 of 0 people found the following review helpful. Strongly recommended for any Marketing / Trade Marketing Professors By Jean-Marc Francois My FMCG marketing bible. Although written by different author than earlier 1990's version it follows very much the same structure and logic. Strongly recommended for any Marketing / Trade Marketing Professors. 0 of 0 people found the following review helpful. Well structured clear and informative By Lana I'm thoroughly enjoying this read. It's a great introduction for anyone new to the FMCG industry wanting to get a big picture understanding of the issues facing retailers and manufacturers in today's climate.

The sequel to the highly successful *Store Wars: the battle for mindspace and shelfspace* published in 1995. The new edition will retain all the strengths of the old book including a comprehensive and complex approach to the consumer retail market and the interaction between FMCG retailers and manufacturers. The book will be thoroughly revised and updated and will consist of 4 main parts: A section on leading FMCG companies and brands (such as Coke, PG, Unilever, Nestle, L'Oreal etc.), their marketing and branding strategies in the western markets (USA, Western Europe: UK, France, Germany and others). A section on leading retailers (Wal-Mart, Tesco, Carrefour etc.), their developments and expansion over the last 10 years. A section describing the interaction between retailers and manufacturers, including competition for end-consumers, trade marketing. A section covering the Emerging Markets; the retail landscape in the major developing economies, results of the expansion of major FMCG brands and western retail chains, challenges related to distribution and FMCG marketing in those countries. The book will also discuss the impact of the Global Crisis on the consumer and retail markets as well as predictions and prospects for the future.