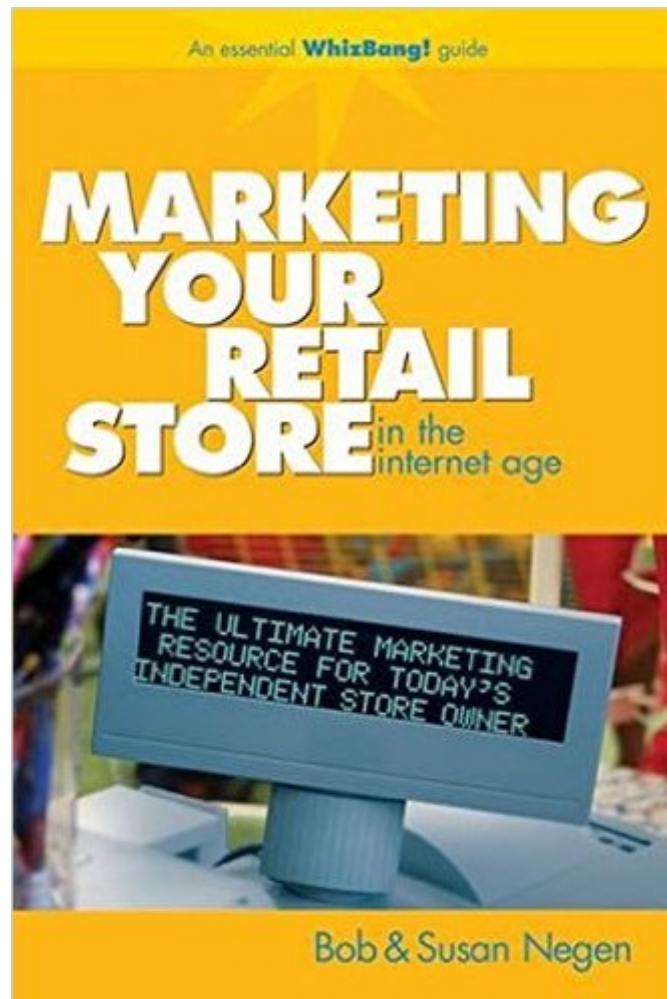


The book was found

Marketing Your Retail Store In The Internet Age



Synopsis

If you own and operate a small retail business, this guide will give you a proven system for marketing your store, allowing you to compete with online merchants and big-box stores alike. Full of fresh and innovative ideas for promoting small stores, it will show you how to create a great in-store experience and build loyal, long-lasting relationships with customers.

Book Information

Hardcover: 256 pages

Publisher: Wiley; 1 edition (November 30, 2006)

Language: English

ISBN-10: 0470043938

ISBN-13: 978-0470043936

Product Dimensions: 6.2 x 0.9 x 9.3 inches

Shipping Weight: 11.2 ounces (View shipping rates and policies)

Average Customer Review: 4.9 out of 5 stars [See all reviews](#) (24 customer reviews)

Best Sellers Rank: #1,119,696 in Books (See Top 100 in Books) #748 in [Books > Business & Money > Small Business & Entrepreneurship > Marketing](#) #863 in [Books > Business & Money > Industries > Retailing](#) #1207 in [Books > Textbooks > Business & Finance > Marketing](#)

Customer Reviews

I'm not a retailer but I work with them daily. In researching an article about e-mail marketing for retailers, I looked for books like this, but found very few good ones. Two months later a review copy of this book came my way from the authors. It was just the book I had been seeking but not finding. It's written for an audience of small or midsized independent business owners, and the examples show that the authors have a lot of experience working with this type of client. The book offers a good mix of general principles to bear in mind ("The real value in a customer comes after the first transaction") and very specific, practical suggestions that retailers of all types will be able to quickly apply or adapt to their businesses. I also like that it's not TOO narrowly focused on using the Internet for marketing. It's a full-service marketing book that also covers well the important areas of websites and e-mail. The authors break most sections up into "key concepts," "low tech tactics" (i.e. non-Internet) and "high tech tactics." It's also current, of course. Books that talk about the Internet become dated rather quickly (all the books I looked sounded archaic if they were more than 12 months old.) This one reflects today's marketplace and technological landscape. It's impossible to say how quickly it will become dated, but since it's not exclusively about the Internet, most of it

should remain useful and insightful even if e-commerce continues to evolve in surprising ways. I was particularly interested in the high-tech angle, feeling that many small retailers still don't know exactly how to get started with email marketing or how to take it up a notch.

[Download to continue reading...](#)

Marketing: Facebook Marketing For Beginners: Social Media: Internet Marketing For Anyone That Is New To Online Marketing (marketing strategy, network marketing, ... marketing analytics, marketing books 1) Marketing Your Retail Store in the Internet Age SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) 99+ Best Free Internet Marketing Tools And Resources To Boost Your Online Marketing Efforts (SEO Tools, Social Media Marketing, Email Marketing, Content ... (Smart Entrepreneur Guides! Book 2) Affiliate Marketing: How To Make Money And Create an Income in: Online Marketing & Internet Marketing (Blog Promotion, Niche, Passive, Affiliate Business, ... Online Marketing For Beginners, Affiliates) Seo: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail ... Marketing, E-Commerce, Inbound Marketing) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing SEO 2016 Learn Search Engine Optimization With Smart Internet Marketing Strategies: Learn SEO with smart internet marketing strategies Online Marketing For Home Inspectors: Internet Marketing, SEO & Website Design Secrets for Getting More Inspections From the Internet Internet Marketing: The Ultimate Guide on How to Become an Internet Marketing Guru Fast Network Marketing Success Blueprint: Go Pro in Network Marketing: Build Your Team, Serve Others and Create the Life of Your Dreams (Network Marketing ... Scam Free Network Marketing) (Volume 1) Logistics and Retail Management: Emerging Issues and New Challenges in the Retail Supply Chain STORE DESIGN: A Complete Guide to Designing Successful Retail Stores The Complete Idiot's Guide to Starting and Running a Retail Store (Complete Idiot's Guides (Lifestyle Paperback)) Store Replenishment (Retail Supply Chain in the Real World Book 5) Branding a Store: How to Build Successful Retail Brands in a Changing Marketplace Thrift: Making Massive Money from items at Thrift Store Prices by Selling them for Huge Retail Profits (Thrifting on Scale, Dominating the Flipping Market ... Op Shopping, Scaling for Thrifting) Social Media: Master Strategies For Social Media Marketing - Facebook, Instagram, Twitter, YouTube & LinkedIn (Social Media, Social Media Marketing, Facebook, ... Instagram, Internet Marketing Book 3) The Vermont Country Store

Cookbook: Recipes, History, and Lore from the Classic American General Store

[Dmca](#)