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SHOPPER INTIMACY: A PRACTICAL GUIDE TO LEVERAGING MARKETING INTELLIGENCE TO DRIVE RETAIL SUCCESS (HARDBACK)



Pearson Education (US), United States, 2010. Hardback. Book Condition: New. New.. 232 x 156 mm. Language: English . Brand New Book. Retail marketing is undergoing cataclysmic change, driven by upheavals in media, consumer attitudes, and the retail industry itself. Retailers know they must invest more heavily in marketing, both to build brands and to drive sales. But how? In Shopper Intimacy, two leading experts offer the first comprehensive, research-based guide to building winning retail marketing programs. Drawing on a decade...

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- Authored by Rick Deherder, Dick Blatt
- Released at 2010



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