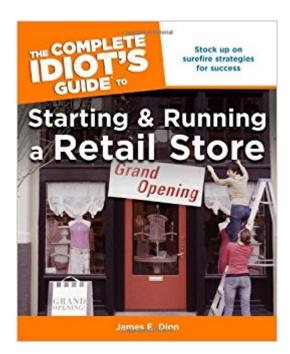
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The Complete Idiot's Guide To Starting And Running A Retail Store (Complete Idiot's Guides (Lifestyle Paperback))





Synopsis

Make the dream of opening a retail business a reality. The fastest-growing segment of small business is retail-everything from clothing to linens, books to boats, gourmet pans to furniture. With over 30 years' experience in retail, national expert and consultant James Dion offers practical, hands-on tips and advice on all aspects of retail business, from choosing the right business model and finding the ideal location to financing, purchasing, and marketing. • Expert author with a high industry profile • Practical, hands-on steps on how to build a successful retail business • Up-to-date information on the retail market

Book Information

Series: Complete Idiot's Guides (Lifestyle Paperback) Paperback: 368 pages Publisher: ALPHA; First Paperback Edition edition (April 1, 2008) Language: English ISBN-10: 1592577261 ISBN-13: 978-1592577262 Product Dimensions: 7.4 × 0.8 × 9.1 inches Shipping Weight: 1.1 pounds (View shipping rates and policies) Average Customer Review: 4.7 out of 5 stars Â See all reviews (15 customer reviews) Best Sellers Rank: #114,307 in Books (See Top 100 in Books) #92 in Books > Business & Money > Industries > Retailing #1045 in Books > Business & Money > Small Business & Entrepreneurship > Entrepreneurship

Customer Reviews

James E. Dion, founder and president of Dionco, Inc., Chicago, is an internationally known consultant, keynote speaker, trainer, and author of the industry classics Retail Selling Ain't Brain Surgery, It's Twice as Hard, and Start and Run a Retail Business. Companies such as Microsoft, Maytag, Harley-Davidson, and Ritz-Carlton have benefited from his insights on retail selling, merchandising, technology, and consumer trends.

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