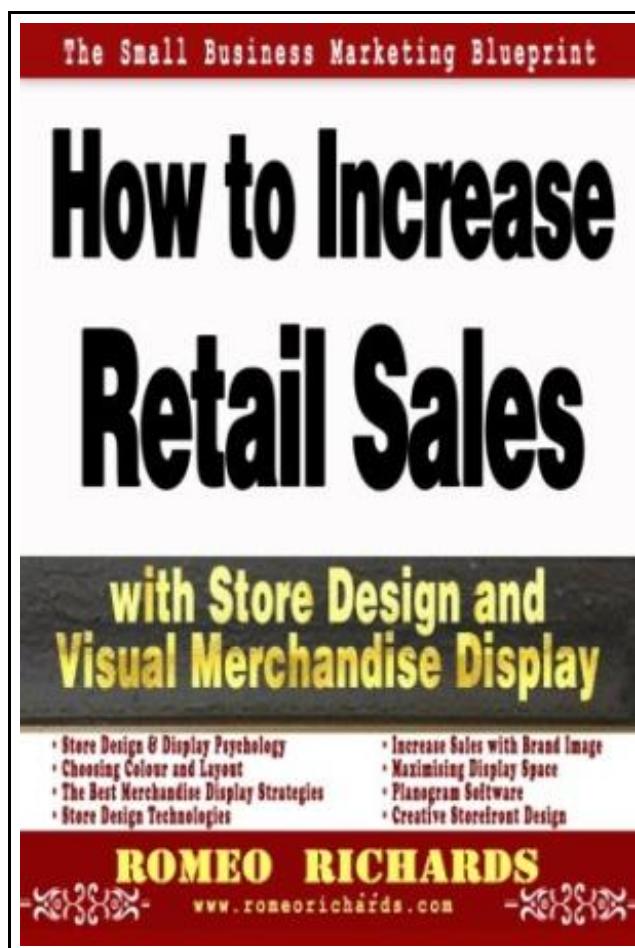


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Createspace, United States, 2013. Paperback. Book Condition: New. 226 x 150 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Have you ever wondered why some retail stores are constantly jam pack while others remain empty even in a crammed shopping mall? Why do shoppers choose one retail store over the other? What can you do to make your store the shoppers choice? \*\*\*You might be wondering if this book is so good why I am selling it for such ridiculous amount. In the spirit of openness, it s because I need some reviews. Dear Friend, Why should you read this book when there are literally thousands book on store design and visual merchandise display on the market? Let me use a story to answer you. During my research for this book, I visited Harrods. Harrods attracts royalties, A-list Hollywood stars, heads of states and the who is who from around the world. So you can now imagine my anticipation at visiting one of the most famous retail stores in the world. I was hoping I will catch a glimpse of some Russian oligarch or Saudi prince. However, instead of Russian oligarchs or Middle Eastern Sheikhs, what caught my attention was a bus. I had bought the identical bus for my son from ASDA. It was the same bus in the same packaging. An odd question popped into my mind when I noticed the bus. Why is it that the same bus. In the same packaging. Probably made in the same factory in China. By the same people.sold in Harrods for almost three times the price it was sold for in ASDA? At first it seemed a mystery to me. But as I walked around Harrods the answer came to me. ASDA sells toy bus. Harrods sells classy...



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