

Shopper Intimacy: A Practical Guide To Leveraging Marketing Intelligence To Drive Retail Success - , Dick Blatt

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In Shopper Intimacy, two world-renowned retail experts draw on unprecedented in-store research to illuminate how shoppers actually think, feel, and act in retail environments. Then, they introduce the Retail Ecosystem Analytics Program (REAP), a rigorous, complete methodology for transforming this knowledge into winning campaigns, products, and formats. Author: DeHerder, Rick Author: Blatt, Dick Publisher: FT Press Illustration: N Language: ENG Title: Shopper Intimacy: A Practical Guide to Leveraging Marketing Intelligence to Drive Retail Success Pages: 00256 (Encrypted EPUB) / 00257 (Encrypted PDF) On Sale: 2010-09-08 SKU-13/ISBN: 9780137075430 Category: Business & Economics : Industries - Retailing

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