

smart

RETAIL

**PRACTICAL WINNING IDEAS AND
STRATEGIES FROM THE MOST
SUCCESSFUL RETAILERS
IN THE WORLD**

RICHARD HAMMOND

SMART RETAIL

Smart Retail: Practical Winning Ideas and Strategies from the Most Successful Retailers in the World

Table of Contents

Contents

Acknowledgments

Photo Acknowledgments

Introduction to this Edition

Preface Why retailing?

Part one: You: Starting at the beginning

1 What do you want for yourself?

2 Rising above the crowd

3 Keeping it simple

4 Rolling those snowballs

Part two: Team: Make us happy and we will make
you money

5 Whats the Big Idea?

6 How to build great teams

7 How to get people out of bed

8 All we need is a little better every time

Part three: Customer: Make me happy and I will
give you my money

9 We love shopping here!

Table of Contents

10 Price and value

11 Promote or die

12 Marketing for real people

Part four: Store: Make it brilliant and they will
spend

13 Discovery!

14 The great big theater of shop

15 Detail, detail, detailthe store environment

16 And finally . . . how we got here

EpilogueAnd were done?

Appendix I: Your job and Smart Retail

Appendix II: Take-action time

Appendix III: Street time

Appendix IV: Books for retailers

Index