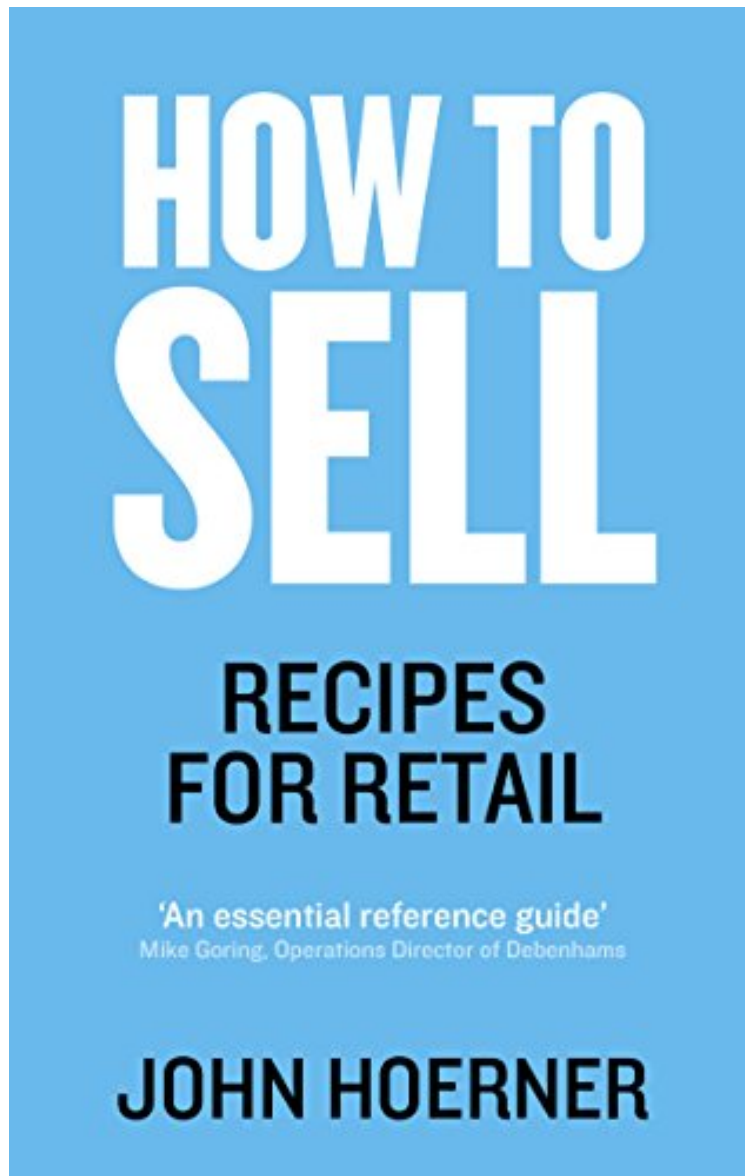


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How to Sell: Recipes for Retail

John Hoerner

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John Hoerner : How to Sell: Recipes for Retail before purchasing it in order to gage whether or not it would be worth my time, and all praised How to Sell: Recipes for Retail:

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with cooking ...By CustomerThe author makes the book interesting and fun to read using the analogies and comparisons with cooking and recipes. Great book found the information very useful not just for the retail world.0 of 0 people found the following review helpful. ... really opened my eyes to the possibilities of the best way to succeed in business as well as in ...By Kathy A GreyThis book really opened my eyes to the possibilities of the best way to succeed in business as well as in life. I was rather surprised that I read it at all, because I usually find such books tiresome and boring. But this one was so easy to read, and was short and humorous and interesting, and I am going to pass it on to friends and neighbors that I care about and some businesses that I don't!!! It should be a "must read" for anyone in business and retail especially. I don't have a business, so just picked it up to thumb through it, and ended up reading the whole thing in just a very short amount of time. It is so much fun to read, and I agreed with every word of it!! It applies to every day life as well as business, and it so aptly lays out how to have a successful run at anything you may do, whether in business or dealing with the gardener or trying to talk with a teenager. I would recommend this book to anyone who cares to live life to the fullest and do it well. Thank you John for opening a gate for success to anyone who wants to improve themselves or their business!!

Whether it's ideas or products, in our business or for someone else, we all need to be able to sell. This book guides us through invaluable tips from John Hoerner, who has over 50 years' experience as a retailer. Divided into chapters covering all aspects of retail, John's wisdom is summarised in short incisive quotes, including: advice on handling customers, stores, buyers, suppliers, stock management, marketing and PR, strategy, investment and people. How To Sell is an authoritative guide to becoming the best retailer you can be.

nbsp; nbsp;bull;nbsp;"An essential read for anyone in retail or anyone who wants to understand retail better." --Mike Sharp, CEO of DebenhamsAbout the AuthorJOHN HOERNER has been a successful retailer for more than 50 years. His work has taken him from Hovland-Swanson speciality store in Lincoln, Nebraska, where he started work in 1959, to Woolf Brothers specialty store in Kansas City, Hahne's in New Jersey, H. S. Pogue in Cincinnati and L.S. Ayres in Indiana. In 1987 he was recruited by the Burton Group to run Debenhams, a chain of 59 department stores in the UK. In 1992 John was made Chief Executive of the parent company with over 2,000 stores in the UK. In 1998 John led the de-merger of Debenhams from the Burton Group. The remaining chains of multiples were renamed Arcadia Group, which John ran until 2000. In 2001 he joined Tesco, the world's third largest retailer, to lead the development of their clothing business. John lives on a farm in Gloucestershire with his wife Lea, their three horses, and their five rescued dogs from Battersea Dogs Cats Home.