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The Art of Being Chosen: Secrets of Success from the Giants of Retail (Paperback)

By Martin Butler

Management Books 2000 Ltd, United Kingdom, 2011.

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But what does it take to be truly successful in this highly competitive and cut-throat arena? Face to face, Martin Butler interviewed nearly 100 of the world s most successful retail bosses and now takes you behind the scenes of their victories. From New Zealand to New York, China to Cape Town, this ground-breaking book delivers extraordinary access to some sensationally big thinking from the biggest names in retail including: Wal-Mart, Carrefour, Tesco, Macy s, MS and Starbucks. This robust and exhaustive two-year research programme has led Martin to identify six guiding principles for retail success - no matter how large or small a retail business may be. From Aldo to Zara, this revolutionary book includes 54 easily digestible case studies, packed full of insight and innovation. To thrive, retailers must look to establish a competitive edge. This book will show them how.



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