



How to Succeed at Retail: Winning Case Studies and Strategies for Retailers

Keith Lincoln, Lars Thomassen

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Who are the world's best retail brands? Is there a formula for success that others can learn from? *How to Succeed at Retail* presents a winning template for action that can apply to traditional brands and retailers alike. Building on the process introduced in the international bestseller *Retailization*, it encourages managers to become "retail obsessed" and to think strategically, creatively, and operationally in a retail context.

Twenty-five international case studies demonstrate success in action, explaining how the world's most successful brands sell themselves to today's increasingly demanding shoppers. The messages and lessons apply to any and every business, making this important reading for CEOs, brand managers, sales managers, marketing managers, retail managers, and students of retail studies, marketing, and business.

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