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Kyle Murray

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THE RETAIL VALUE PROPOSITION



CRAFTING UNIQUE EXPERIENCES
AT COMPELLING PRICES

KYLE B. MURRAY

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Kyle Murray : The Retail Value Proposition: Crafting Unique Experiences at Compelling Prices (Rotman-UTP Publishing) before purchasing it in order to gage whether or not it would be worth my time, and all praised The Retail Value Proposition: Crafting Unique Experiences at Compelling Prices (Rotman-UTP Publishing):

0 of 0 people found the following review helpful. Two worlds well joinedBy Hugh J. SloanMurray has captured that rare high ground in which a scholar speaks truth to both business and his profession. Writing clearly, he simply describes the settings and forces at work in retail processes sensibly and with authority. The overlap and fusion between Canada and the US becomes apparent, as do the many strengths of Canada. I use it as a classroom text, with

some models from marketing and its several sub-disciplines, but this stand-alone work would be, and should be, equally at home on a businessman's read and reread reference shelf. 0 of 0 people found the following review helpful. Must be read by everyone involved in retail. Practical, full with examples and stories. Well structured, easy and interesting to read. A good summary of different histories, surveys and theories. Bravo! and thanks! 0 of 0 people found the following review helpful. An interesting read. Dr. Murray explains and describes many interesting topics surrounding the retail environment. I really enjoyed learning more about places we as consumers shop every day. I think it's an excellent book and if you're at all interested in marketing and the retail environment, read and learn about The Retail Value Proposition.

How do leading retailers create value for their customers? They craft unique experiences at compelling prices. This book introduces a new and effective way to manage those experiences based on three critical factors — environment, selection, and engagement (ESE) — that separate successful retailers from those that fail and are forgotten. The ESE framework is derived from the academic literature on retail management and consumer marketing, and supplemented by hundreds of hours of interviews with executives and marketers from Canada's leading companies, including Loblaw, Indigo Books and Music, and Lululemon. Kyle B. Murray illustrates the components of this framework with examples and case studies that examine how the shopping environment, product selection, and customer engagement each affect consumer decision and create competitive advantage. Whether you are an aspiring merchant or an industry veteran, this book's strategic framework will help you build a solid foundation for your business in today's ever-evolving retail marketplace.

Finally, an approach to retailing literature that combines good academic research with practitioner insight! Complete, instructive and highly readable, this important book that should be on the shelves of anyone engaged in or interested in retail. (Alan C. Middleton, Executive Director, Schulich Executive Education Centre, York University) The Retail Value Proposition offers a practical, coherent, and very readable treatment of the essentials of contemporary retailing. Weaving together classic wisdom and stories with recent research findings, it provides many exciting insights for improved retail performance. If our retailers would embrace Murray's advice, all be better for it. (Michael R. Pearce, Ivey Eminent Teaching Professor Emeritus, Richard Ivey School of Business Administration) Scientific yet practical, descriptive yet prescriptive — Murray's treatise on retailing presents a comprehensive analysis of one of the most dynamic and high-pressure industries. Written to appeal to managers and students alike, this volume is a must-have for anyone whose work and passion touches the world of retailing. (Dilip Soman, Corus Chair in Communications Strategy and Professor, Rotman School of Management, University of Toronto) The Retail Value Proposition successfully illustrates the importance of building a retail brand and a retail experience around the customer. In a comprehensible and effective manner, Kyle Murray provides a roadmap to success in today's hyper-competitive retail market and offers great tools to sustain continued growth and customer relevance. A great book! (Diane J. Brisebois, President Chief Executive Officer, Retail Council of Canada.) About the Author Kyle B. Murray is a Professor of Marketing and the Director of the School of Retailing at the Alberta School of Business