



Retail Management (2nd edition)

By Peter Fleming

Management Books 2000 Ltd, 2000. Paperback. Book Condition: new. BRAND NEW, Retail Management (2nd edition), Peter Fleming, This book is an invaluable resource for all retail managers regardless of their age or experience. It is packed with case studies, self-assessment exercises and performance tips drawn from Peter's experience as a retail Sales Manager and Buyer and from his role as Training Manager (Selfridges). Topics covered include: transition to the new management job - leading and managing teams; setting objectives for high quality customer care and the best sales environment; how to manage the budget, stock and sales; coping with security, health and safety issues; recruiting and developing retail staff; and, managing effective communications. The book describes successful approaches Peter Fleming has used and witnessed from frontline experience and research with companies such as John Lewis, Flannels Group, Body Shop, Argos, Williams and Griffin, Beatties, Furnitureland, and Marks and Spencer.



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