



Branding the Man: Why Men Are the Next Frontier in Fashion Retail (Hardback)

By Bertrand Pellegriin

Allworth Press,U.S., United States, 2009. Hardback. Condition: New. Language: English. Brand new Book. Men are purchasing more clothes, shoes, health and beauty products, and personal care services than ever before. The world of men's retail has remained a kind of bug in amber, frozen in time, with the same century-old style of merchandising and selling. A store must not simply provide, but educate the male customer, who is growing hungry for something more than the usual Blue Plate Special of khakis and polo shirts. To better attract this new wave of interested consumers, products in the U.S. must be merchandised and sold in a completely different manner. The design and branding of a man's store ought to make men want to go shopping. Branding the Man offers retailers, buyers, and marketers strategic solutions to revolutionize men's retail via some relatively simple conceptual strategies. Author Bertrand Pellegriin utilizes his years as a retail strategist to help retailers understand classic men's environments-ones where men are most naturally inclined to spend time-and leverage the opportunities which arise from these "comfort zones" to engage and sell to the male customer. Branding the Man immerses the reader in a discussion of men's retail environments spanning...



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Reviews

Absolutely essential go through book. It can be rally fascinating throgh studying period of time. You wont truly feel monotony at at any time of your respective time (that's what catalogues are for concerning in the event you question me).

-- Roberto Leannon

This sort of publication is everything and made me seeking forward and much more. Better then never, though i am quite late in start reading this one. I am easily could possibly get a delight of reading through a created pdf.

-- Quinton Balistreri

Other eBooks



Hacks for Minecrafters: Combat Edition: The Unofficial Guide to Tips and Tricks That Other Guides Won't Teach You (Hardback)

Skyhorse Publishing, United States, 2014. Hardback. Condition: New. Language: English. Brand new Book. From the author of Hacks for Minecrafters and Hacks for Minecrafters: Master Builder comes the most encompassing guide ever to combat in the world of Minecraft!With more than 100...



That's Not the Monster We Ordered (Hardback)

Skyhorse Publishing, United States, 2016. Hardback. Condition: New. Richard Fairgray, Terry Jones (illustrator). Language: English. Brand new Book. The day the Turner family gets their very own monster is a momentous event in the neighborhood. Everyone gathers for the occasion. The monster...



Muse of Nightmares: the magical sequel to Strange the Dreamer (Hardback)

HODDER & STOUGHTON, United Kingdom, 2018. Hardback. Condition: New. Language: English. Brand new Book. 'Muse of Nightmares is a philosophical fantasy adventure, an epic love story, a daring quest that demands to be read and reread and deserves to be remembered forever.'...



Single Girls Don't Cry, They Pray: Food for the Soul of the Single Godly Woman (Hardback)

AUTHORHOUSE, United States, 2018. Hardback. Condition: New. Language: English. Brand new Book. You're single, and you love God. Now what? You are a recent widow or divorced after years of marriage. Now what? You have never been married, and you love God....



Nightmares! (Hardback)

Delacorte Press, United States, 2014. Hardback. Condition: New. Karl Kwasny (illustrator). Language: English. Brand new Book. "Coraline meets Monsters, Inc. in this delightfully entertaining offering from actor [Jason] Segel and co-author [Kirsten] Miller."-- Publishers Weekly The hilariously frightening, middle-grade novel Nightmares! is a...



How to Be a Man (Hardback)

HarperCollins Publishers, United Kingdom, 2018. Hardback. Condition: New. Language: English. Brand new Book. Are men supposed to be fighters? Lovers? Hunter-gatherers? Fashionistas? Business gurus? Culinary experts? You're wrong if you think one man can't be a jack AND a master of all...