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Createspace, United States, 2010. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Celebrity launches, risque marketing, store makeovers and fancy websites grab the column inches but don t guarantee a return on investment for retailers. The central tenet of this book is that the traditional approach to loss prevention does not address the problem of losses effectively - it is the wrong place to start when developing solutions. From an...

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- Authored by MR Gareth Wynne, Ms Celine O connor
- Released at 2010



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