



Who Killed Category Management: What Every Salesperson, Marketeer, Retailer and Shopper Needs to Know about Retail Shopper Management

By Mark Taylor

Createspace. Paperback. Book Condition: New. This item is printed on demand. Paperback. 116 pages. Dimensions: 8.9in. x 6.0in. x 0.5in. What is Who Killed Category Management about? Simply put, it's about your future. Wealth, success and security. If you are in Retail, FMCG, or Manufacturing and want a job in 5 years you should read this book today! Our world is about to crumble. Never before has a Tornado of destruction this large touched down in the retail sector. If you think e-tailing is changing the face of traditional shopper behaviour you haven't seen anything yet. Who Killed Category Management is a sometimes funny and often challenging look at what success and failure looks like for satisfying tomorrow's shoppers and consumers. It is what every Salesperson, Marketeer, and Retailer needs to know about Retail Shopper Management. It not only provides crucial insight into retailer manufacturer relationships it also adds value and highlights opportunities that can deliver a defensible strategy for success and, for some, millions of dollars in additional profit. It is not a traditional desert dry business encyclopaedia. Instead it takes you on several journeys so sit back and enjoy the ride. This item ships from La Vergne, TN. Paperback.



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