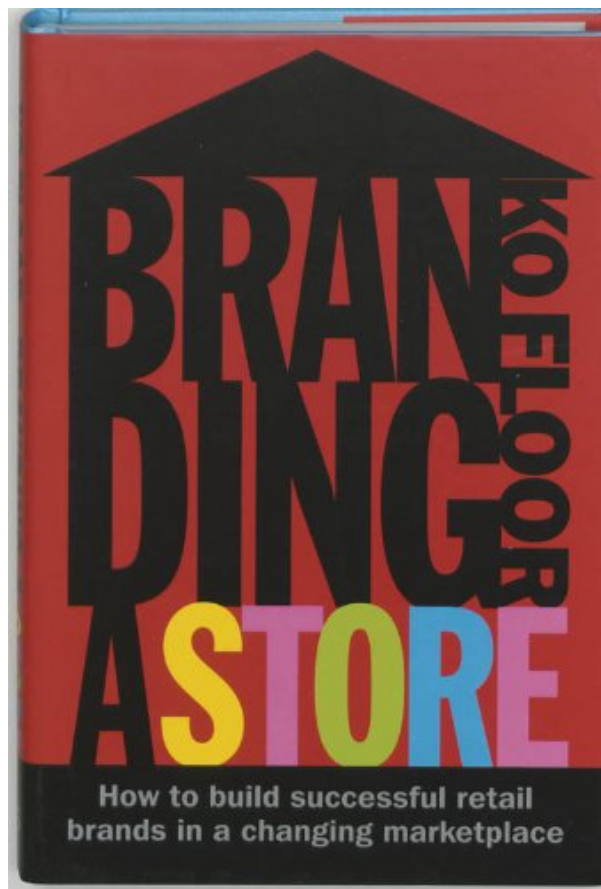
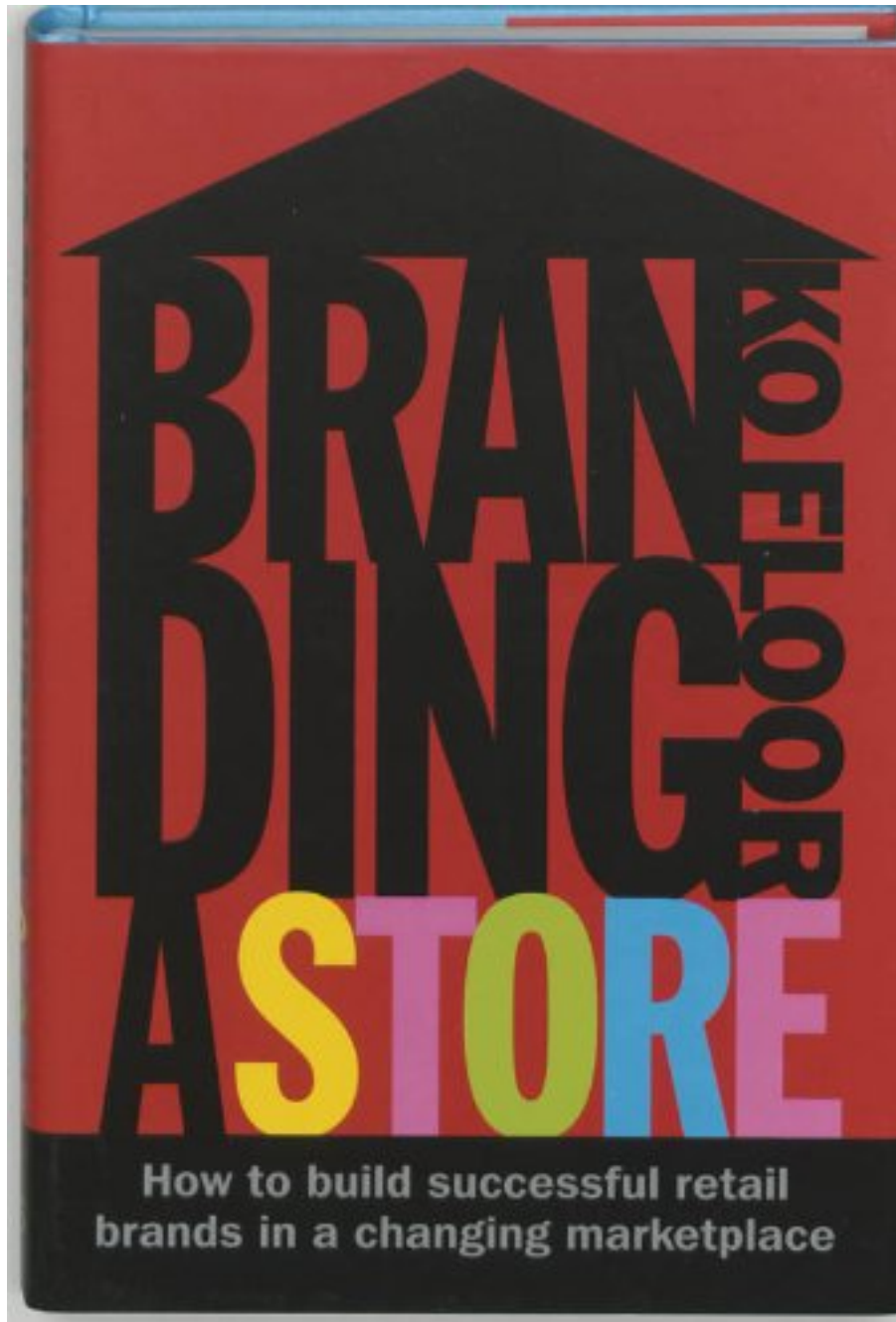


# **BRANDING A STORE: HOW TO BUILD SUCCESSFUL RETAIL BRANDS IN A CHANGING MARKETPLACE BY KO FLOOR**



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## **Review**

""Written in a straightforward, no-nonsense language, Branding a Store is a ""must-read"" especially for retail marketers big and small."" -- The Internet Bookwatch ""The Internet Bookwatch""

## **About the Author**

Ko Floor has almost 40 years retail experience. He worked for 10 years in various marketing positions for department stores, specialty stores and supermarkets, then for 20 years for one of the leading advertising agencies in the Netherlands, FHV BBDO. As retail director he was responsible for developing a number of famous advertising campaigns. He received many awards for building retail trends.

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# **BRANDING A STORE: HOW TO BUILD SUCCESSFUL RETAIL BRANDS IN A CHANGING MARKETPLACE BY KO FLOOR**

## **PDF**

Branding a Store shows how to build a strong, independent retail brand to remain competitive in today's global marketplace. It shows how to make your shop a winner.

A survival guide for shops that explains how you can create an appealing retail business, Branding a Store is full of practical tips on how shops can win the "battle of the brands."

Branding a Store is a must-have title for professionals who earn their living in the retail business. The book will be of benefit to retailers, manufacturers, and advertising agencies, and it is suitable for those taking retail training courses.

- Sales Rank: #828237 in Books
- Brand: Brand: BIS Publishers
- Published on: 2010-04-01
- Original language: English
- Number of items: 1
- Dimensions: 9.60" h x 1.10" w x 6.50" l, 1.55 pounds
- Binding: Hardcover
- 304 pages

### Features

- Used Book in Good Condition

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### Most helpful customer reviews

8 of 10 people found the following review helpful.

Branding a Store is a "must-read" especially for retail marketers big and small.

By Midwest Book Review

Author Ko Floor applies his nearly forty years of retail experience in Branding a Store, a guide to the core

competency of developing and differentiating retail brand identities. Chapters instruct the reader in retail brand positioning, differentiating brand personality, retail brand communications, the four different types of consumer shopping (speedy, low-cost replenishment shopping, solution-driven shopping, self-expression shopping, and sense of discovery shopping), forecasts for the future (such as his prediction that each retail sector will become dominated by two or three megabrands), and much more. Written in straightforward, no-nonsense language, *Branding a Store* is a "must-read" especially for retail marketers big and small.

6 of 7 people found the following review helpful.

Best book so far on retail branding!

By G. Jegen

Every retailer in the world is finding out that product and price are no longer enough to differentiate. Connecting emotionally with the customer is the key to success: branding a store can build this emotional connection. Good book. Very interesting case studies. Recommended!

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