



# Branding a Store: How To Build Successful Retail Brands In A Changing Marketplace

*Ko Floor*

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## **Branding a Store: How To Build Successful Retail Brands In A Changing Marketplace** Ko Floor

Shopping is our culture's single most important leisure activity. Everyone does it, everywhere and almost every day. For shopkeepers, their retail market is will be seeing drastic change. Those wishing to stay ahead of ruthless competition will be forced to create a strong brand name and individual identity for their businesses. Branding a Store shows how to make your shop a winner. Retail specialist Ko Floor translates more than 30 years of retail experience into a survival strategy for stores, explaining how to implement that plan to achieve an original and appealing retail enterprise. In this book, Floor discusses food as well as non-food retail sites in Europe and the U.S. and examines all the ingredients that go into creating a strong brand name. Variety, price, shopping convenience and enjoyment, charisma, shop design, advertising, personnel: the perfect mix guarantees distinctive positioning, an individual character and clear-cut communications. Branding a Store is a must-have for professionals who earn their living in the retail business, full of practical, effective tips on how retail stores can win the 'battle of the brands', a book to benefit retailers, manufacturers, ad agencies and retail training courses.

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