



Branding a Store: How to Build Successful Retail Brands in a Changing Marketplace

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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.

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