

Competing In Tough Times Business Lessons From Ll Bean Trader Joes Costco And Other World Class Retailers Author Barry Berman Dec 2010

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Competing in Tough Times brings together the powerful new strategies that world-class retailers, like Trader Joe's, Costco, and Nordstrom, are using today to survive--and thrive--in a brutally unforgiving retail environment. Internationally respected retail management expert Barry Berman shows retailers and their suppliers exactly how to build effective strategies based on cost and differentiation, plan and implement those strategies, and measure the results.

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In Competing in Tough Times, Berman systematically examines ten world-class retailers, identifying shared strategies that every retailer can use to drive dramatic, sustained performance improvement. Berman highlights what these widely diverse retailers have in common in terms of both operational cost structures and differentiation.

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Our small business community has some tips for new business owners who want to avoid at least some of the tough times that you'll encounter at the beginning of your journey. The early days of running a business can be both exciting and overwhelming.