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Field Visual Merchandising Strategy: Developing a National In-store Strategy Using a Merchandising Service Organization

Paul J. Russell

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Paul J. Russell : Field Visual Merchandising Strategy: Developing a National In-store Strategy Using a Merchandising Service Organization before purchasing it in order to gage whether or not it would be worth my time, and all praised Field Visual Merchandising Strategy: Developing a National In-store Strategy Using a Merchandising Service Organization:

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following review helpful. Five StarsBy Mitropoulos JohnPerfect!!!0 of 0 people found the following review helpful. Specialist but great if you need itBy DarrenIngram_dot_comThis is a somewhat specialised book that will serve its professional audience well, yet it is a shame that the average reader will probably never see it. What makes a great retail display at a store tick is the essential message of this book, looking at how a strong visual product identity and placement is used to reel the customer in. Of course, from the other side, it would be good to show the typical shopper just how much thought can be involved and just how little trickery is employed. The author provides a comprehensive step-by-step guide to developing and launching a national in-store merchandising strategy and nothing is left to chance in this information-packed, yet relatively slim volume. Mixing best practice and real world experience together, a book like this could be required reading for even the most junior of retail employees. Sure, there may be a fair bit that is of strategic significance to the senior executive, yet letting general retail staff understand a bit of the rhyme and reason behind the displays and why there can often be an overload of small rules and regulations wouldn't hurt. There is a method to everything and nothing should be left to chance. One of the pre-publicity comments for this book describes the issue perfectly: "At the end of the 10,000-mile supply chain, it all comes down to the final six feet. This is where visual merchandising takes over." That really does bring matters into focus. With ever-greater competition from online vendors, retail outlets really need to squeeze every last bit out of their physical presence and grab the customer's attention. If you have a need for a book like this, grab it. If you are a curious "civilian" then see if you can borrow this from a library. The book's price is not excessive for those who need it, yet it might be out of reach for the curious bystander.

The retail sales floor has become a battlefield: each brand is fighting for the same customer and wants to ensure their merchandise is on the sales floor, sized, folded, hung and presented properly. *Field Visual Merchandising Strategy* is a comprehensive guide to developing and executing a national field merchandising strategy, covering key areas such as developing a strategy, how to go about selecting the right merchandising service organization, team training, merchandising standards, planograms, and launching the strategy. Ideal for retail marketers, visual merchandisers, merchandising managers and brand managers, *Field Visual Merchandising Strategy* uses examples and case studies from a range of shops, from fashion emporia to small outlets, to provide real-world insight on how strategic visual merchandising works.

"This is a great map book for excellent display - and if you are in the market for such a guide, I warmly recommend it." (Retail Express)"Russell is clearly a details man. And that is what makes this book so good. He spells out step by step what you need to do to ensure that a pound;20 store visit by a field sales merchandiser adds value." (BetterRetailing.com)"At the end of the 10,000-mile supply chain, it all comes down to the final six feet. This is where visual merchandising takes over. And this is where Paul Russell's *Field Visual Merchandising* is the essential guide." (22/10/2014 David Katz, Executive Vice President Global Chief Marketing Officer at Randa Accessories)"a practical merchandising book that can help us all be better retailers" (John Stanley)About the AuthorPaul J Russell is a results-oriented visual merchandising and retail-marketing executive, with a comprehensive background in developing and executing integrated consumer-focused programmes for manufacturers such as Williamson-Dickie Clothing MFG, Adidas America and Reebok International. He has developed award-winning concepts for Super Bowl XXXI, The Reebok Cup and the Olympic Games and has provided consulting services to speciality retailers such as Universal Studios, Hansgrohe Inc, Jos A Bank Clothiers and Britches of Georgetown. Paul serves on the Manufacturers Advisory Council for the World Alliance for Retail Excellence and Standards.