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(Rotman-UTP Publishing)

## **The American Retail Value Proposition: Crafting Unique Experiences at Compelling Prices (Rotman-UTP Publishing)**

*Kyle Murray*

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# THE American Retail Value Proposition

CRAFTING UNIQUE EXPERIENCES  
AT COMPELLING PRICES



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**Kyle Murray : The American Retail Value Proposition: Crafting Unique Experiences at Compelling Prices (Rotman-UTP Publishing)** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The American Retail Value Proposition: Crafting Unique Experiences at Compelling Prices (Rotman-UTP Publishing):

The American economy is profoundly dependent on the success of its retailers and the strength of its consumer spending. Yet, how do leading retailers create value for their customers? To a large extent this has been accomplished by streamlining operations and a decades-long focus on cost cutting and price competitiveness. Today, retailers realize that they need to discover new ways to differentiate themselves and attract consumer spending. The American Retail Value Proposition provides the framework for building that differentiation and establishing a competitive advantage that goes beyond price discounting. This framework is based on more than a decade of research, including hundreds of hours of interviews with executives from the world's leading retailers, including Starbucks, Walmart, Apple, Amazon, and Lowes. Whether you are an aspiring merchant or an industry veteran, this book's strategic framework will help you build a solid foundation for your business in today's ever-evolving retail marketplace.

"Kyle B. Murray's latest work is fabulous and beautifully written. This is an excellent book for students and professionals alike." (Marianne Bickle, Department of Retailing, University of South Carolina)"The American Retail Value Proposition is filled with practical applications of a theoretical framework that appear well-based in consumer, marketing, and retail research." (Linda M. Cushman, Whitman School of Management, Syracuse University)"The American Retail Value Proposition offers a dependable roadmap across an ever-shifting landscape—a must-read for thoughtful retail executives." (J. Jeffrey Inman, Joseph M. Katz Graduate School of Business, University of Pittsburgh)"Scientific yet practical, descriptive yet prescriptive—Murray's treatise on retailing presents a comprehensive analysis of one of the most dynamic and high-pressure industries. Written to appeal to managers and students alike, this volume is a must-have for anyone whose work and passion touches the world of retailing." (Dilip Soman, Corus Chair in Communications Strategy and Professor, Rotman School of Management, University of Toronto)"A thoughtful and complete look at retail management, this book provides an accessible set of guidelines and principles that retailers need to be successful." (Remi Trudel, Questrom School of Business, Boston University)About the Author Kyle B. Murray is a Professor of Marketing and the Director of the School of Retailing at the Alberta School of Business