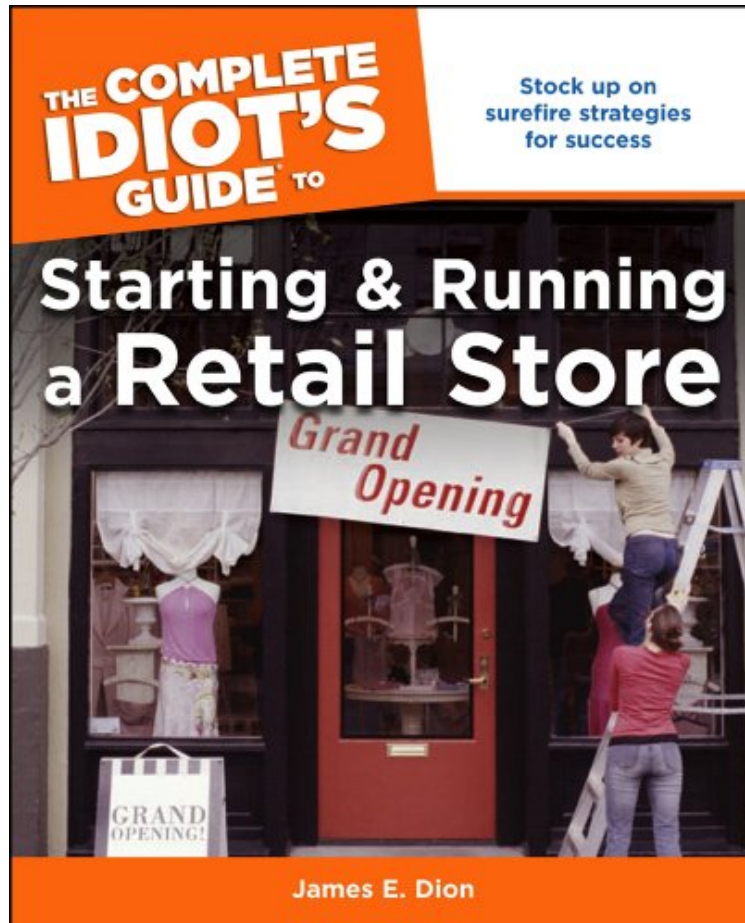


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The Complete Idiot's Guide to Starting and Running a Retail Store (Complete Idiot's Guides (Lifestyle Paperback))

James E. Dion

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Make the dream of opening a retail business a reality. The fastest-growing segment of small business is retail—everything from clothing to linens, books to boats, gourmet pans to furniture. With over 30 years' experience in retail, national expert and consultant James Dion offers practical, hands-on tips and advice on all aspects of retail business, from choosing the right business model and finding the ideal location to financing, purchasing, and marketing. Expert author with a high industry profile? Practical, hands-on steps on how to build a successful retail business? Up-to-date information on the retail market

About the Author James E. Dion, founder and president of Dionco, Inc., Chicago, is an internationally known consultant, keynote speaker, trainer, and author of the industry classics *Retail Selling Ain't Brain Surgery*, *It's Twice as Hard*, and *Start and Run a Retail Business*. Companies such as Microsoft, Maytag, Harley-Davidson, and Ritz-Carlton have benefited from his insights on retail selling, merchandising, technology, and consumer trends.