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Branding A Store: How To Build Successful Retail Brands In A Changing Marketplace



Synopsis

From the Introduction: "In the next few years the retail market will change dramatically. In order to survive, a store will have to become its own brand. A strong brand can differentiate a store from competition. The emotional differences between retail brands will therefore become more and more important." Most retailers' revenue and profit comes from the selling of many of the same brands offered by their competitors. In order to stand out from the competition, retailers need to become brands themselves. Meeting this challenge will ensure differentiation. Ko Floor offers strategies to build a brand identity by positioning on price, convenience and store experience and he explores brand personality and brand communication. He offers examples from an extensive body of retail brands, from Wal-Mart to IKEA, Home Depot, and Starbucks.

Book Information

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Customer Reviews

Author Ko Floor applies his nearly forty years of retail experience in *Branding a Store*, a guide to the core competency of developing and differentiating retail brand identities. Chapters instruct the reader in retail brand positioning, differentiating brand personality, retail brand communications, the four different types of consumer shopping (speedy, low-cost replenishment shopping, solution-driven shopping, self-expression shopping, and sense of discovery shopping), forecasts for the future (such as his prediction that each retail sector will become dominated by two or three megabrands), and much more. Written in straightforward, no-nonsense language, *Branding a Store* is a "must-read" especially for retail marketers big and small.

Every retailer in the world is finding out that product and price are no longer enough to differentiate. Connecting emotionally with the customer is the key to success: branding a store can build this emotional connection. Good book. Very interesting case studies. Recommended!

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