



Greentailing and Other Revolutions in Retail: Hot Ideas That are Grabbing Customers' Attention and Raising Profits

By Neil Z. Stern, Willard N. Ander

John Wiley and Sons Ltd. Hardback. Book Condition: new. BRAND NEW, Greentailing and Other Revolutions in Retail: Hot Ideas That are Grabbing Customers' Attention and Raising Profits, Neil Z. Stern, Willard N. Ander, An introduction to greentailing and the five other biggest trends in the retail business In their newest book on retailing, authors Stern and Ander examine the revolutions occurring in the retail marketplace, with particular emphasis on the influential green trend in retailing, or Greentailing. Greentailing is capitalizing on the huge and growing demand for organic, sustainable and wellness-related products. As it evolves, greentailing will force both suppliers and retailers alike in every category to take notice. Leading edge greentailers like Whole Foods and Wal*Mart continue to grow and innovate at rates much faster than traditional competitors, and are forcing competitive responses. The authors explain how any retail store or manufacturer can implement these ideas and raise profits, using case studies from successful greentailers. In addition to greentailing, the book examines five other top retail trends: Demographic Shifts Provide Retail Opportunities Moving Up the Ladder-Growth of Experiential Retailing-How to Drive Sales and Profits Beyond Price Getting Outside the Box-New Ways to Reach the Consumer-The Growth of Non-Store Retailing...



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