EDGAR A. FALK

10ideas To Create Retail Excitement

Various Authors

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1001 Ideas to Create Retail Excitement Edgar A. Falk,2003-09-30 In a new completely revised and updated edition of his 1999 classic 1001 Ideas to Create Retail Excitement public relations and marketing guru Edgar Falk shows small medium and large business owners how to make the most of retail opportunities in any economic environment and teaches all business owners how to think big in the face of growing competition and consumer insecurity In our ever changing economy Falk's strategies are an absolute necessity for survival and success Here he offers a veritable encyclopedia of practical suggestions that show small to medium sized retailers how to attract new customers then goes on to offer solid time tested advice on how to keep them coming back over and over again From proven successful ideas for eye catching window displays in store promotions and special events to tested strategies for market research and publicity this guide provides everything the small business owner needs to become more aggressive and effective in pulling in customers and fending off competition

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