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The Modern Day Store: Becoming a Unified Store

By Brian Barfield

John Hunt Publishing. Paperback. Book Condition: new. BRAND NEW, The Modern Day Store: Becoming a Unified Store, Brian Barfield, In many of today's retail stores it is evident that there is a disconnection between owners and sales associates. Through the trials and pressures of business life the lines of communication and a once unified team have slowly disappeared. This has led to many of the issues that we find in today's retail store environment. The "Modern Day Store" is a detailed road map designed to expose these issues and bring about the process of creating a unified store. Once unified, the "Modern Day Store" will bring about many new found successes and freedoms that will set the standard for many years to come.



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