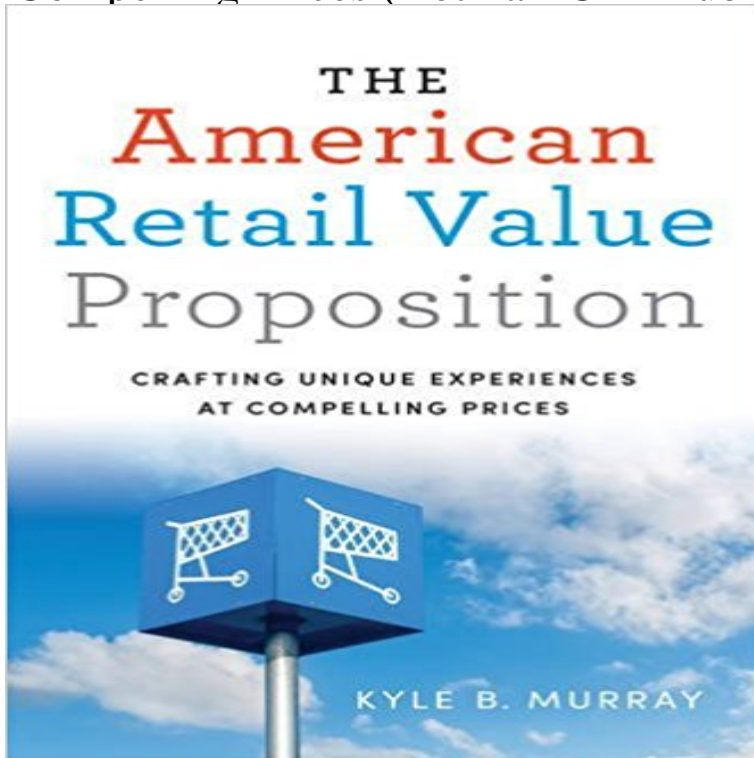


The American Retail Value Proposition: Crafting Unique Experiences at Compelling Prices (Rotman-UTP Publishing)



The American economy is profoundly dependent on the success of its retailers and the strength of its consumer spending. Yet, how do leading retailers create value for their customers? To a large extent this has been accomplished by streamlining operations and a decades-long focus on cost cutting and price competitiveness. Today, retailers realize that they need to discover new ways to differentiate themselves and attract consumer spending. The American Retail Value Proposition provides the framework for building that differentiation and establishing a competitive advantage that goes beyond price discounting. This framework is based on more than a decade of research, including hundreds of hours of interviews with executives from the world's leading retailers, including Starbucks, Walmart, Apple, Amazon, and Lowe's. Whether you are an aspiring merchant or an industry veteran, this book's strategic framework will help you build a solid foundation for your business in today's ever-evolving retail marketplace.

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