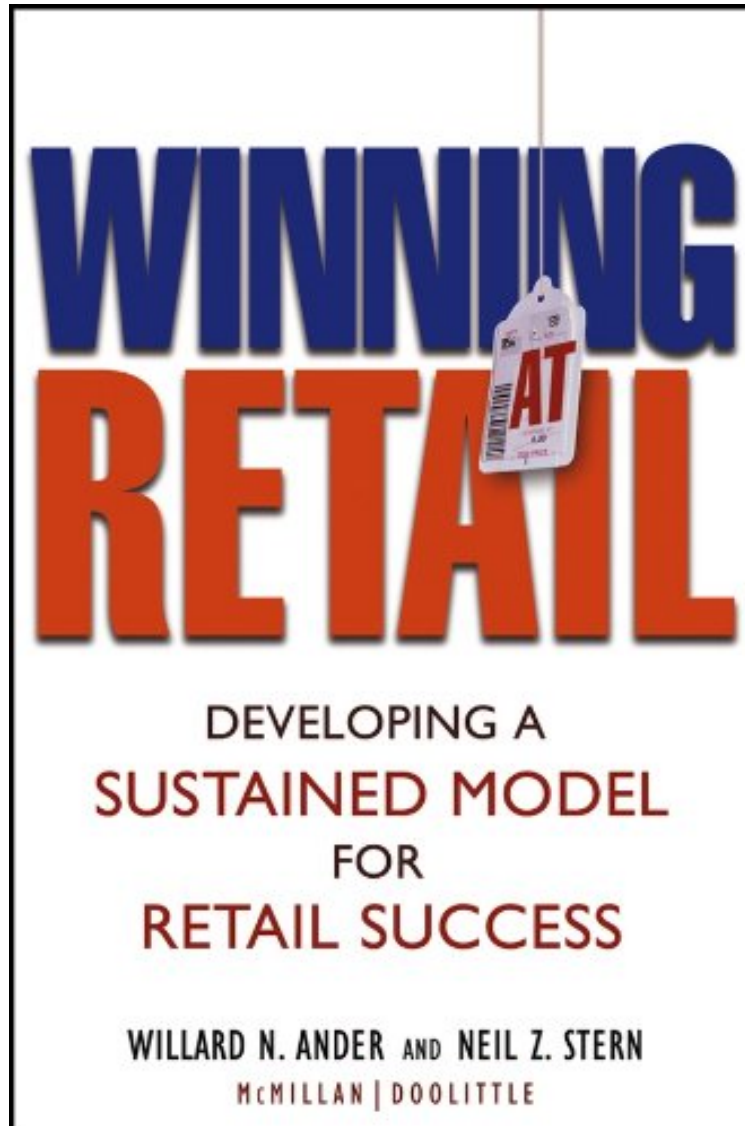


Winning At Retail: Developing a Sustained Model for Retail Success

Willard N. Ander, Neil Z. Stern

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Willard N. Ander, Neil Z. Stern : Winning At Retail: Developing a Sustained Model for Retail Success before purchasing it in order to gage whether or not it would be worth my time, and all praised Winning At Retail: Developing a Sustained Model for Retail Success:

1 of 2 people found the following review helpful. A good place to startBy Christopher ParsonsThe EST model for retail is an over-simplified version of a very big idea - that as a retailer, you have to hold a position in your customers' mind. Being the EST is a very important part of that (This book ignores the equally important aspect of chosing a niche, identifying your target market, etc).I really enjoyed this book. A lot of time is spent building up the concept and

helping the retailer understand why EST is so important, which was a bit over-kill for me as I could see the logic immediately, but I think it would be helpful to a lot of people. I do wish more time had been spent on the individual EST's, as I found myself craving a lot more information about the EST that I chose for my store. 6 of 9 people found the following review helpful. New 21st century of retailing By David S. Geller This book finally can show a retailer how to set their strengths apart from other retailers. Many retail books talk about setting yourself apart but this book shares the FIVE "EST"'s that you can be, like: biggEST cheapEST fastEST hottEST etc You can probably be 2 but not 5 of them. Great history of stores that do well. Even though the book talks in big names (like Target which is HottEST as in up to the minute designer fashions at good prices) a small retailer can do this. You jst can't THINK small. One bad part..... If you read this and think it will be like a motivation seminar where you'll absorb this and it will happen well, you're wrong. You need to do a lot of things different starting tomorrow morning. the same old drab store with the same old drab employees won't hack it. You decide. But if you want to change this book will give you direction. Then go read "The E-Myth revisited" David Geller 1 of 1 people found the following review helpful. I can summarize this book in one sentence. By Rick Weber "Be the Best at Something". There you go, that's the whole book. I just saved you a few bucks and a few hours.

Praise for Winning At Retail "Winning at Retail offers the most effective strategies available for retailers. At McDonald's, the 'Quick-EST' model is crucial, because being close and convenient to where our customers live, work, and shop helps us create maximum value. If you want to harness your company's strengths to become a leader in your category-and stay in tune with what your customers want-this is the book for you." -Jim Rand, Senior Vice President of Business Development, McDonald's Corporation "Winning at Retail provides a thoughtful approach to retail differentiation. Ander and Stern warn of the 'treacherous middle' into which retailers too easily drift. They inspire us to avoid this peril through case studies of retailers who have assumed leadership through courageous choice." -Robert L. Price, Senior Vice President and Chief Marketing Officer, Wawa "In a difficult retail environment, this book provides crucial guidance for staying on top of your competition-by taking the customer seriously and leveraging your strengths to provide experiences that increase customer loyalty. Will Ander and Neil Stern elegantly argue that you can't always be the biggest, fastest, and trendiest place on the block, but it takes only one of these 'Ests' to be a category leader. Businesses big and small can benefit from the carefully distilled lessons in this book." -Bernd Schmitt, Professor of Marketing, Columbia Business School and author of Customer Experience Management

From the Inside Flap The business of retail is getting tougher every year. Consumers have more choice than ever and are far more selective about where they shop. With more retailers and more stores chasing an aging and discerning customer, it's no wonder that big names in retail have recently gone bust. From Merry-Go-Round and eToys to Service Merchandise and Woolworth, the retail landscape is littered with the bodies of fallen champions. Once shining stars of business, these former market leaders went from the top of the heap to the trash heap before they even knew what hit them. In Winning at Retail, top retail consultants offer candid, straightforward, and passionate guidance for retailers who understand that winning at this game means setting themselves apart from the pack. Based on McMillan's long history of documenting retail's biggest players and best practices, this book shows what separates the winners from the losers, and imparts vital lessons on what works and what doesn't in today's retail environment. Today's top retailers all have one thing in common—they establish defined market positions for themselves, and carve out a particular place in the customer's mind. In short, they dedicate themselves to being the best at something and they defend that advantage at all costs. The savviest retailers know that trying to be everything to everyone doesn't work for Kmart, and it won't work for them. Winning at Retail introduces the Est model for retail success. The Est model guides business leaders in making their company the best in one of five critical areas—assortment (biggest), price (cheapest), fashion (hottest), customer service (easiest), and speed of service (quickest). Establishing a position as a leader in one of these five areas is ultimately the secret of success for Wal-Mart, Kohl's, Target, and other winning retailers. Winning at Retail offers all the tools retailers need to establish and implement an effective strategy for long-term growth. It covers all the latest trends in the retail industry and presents unbeatable advice on quickly responding to changes in customer demographics and competition. As true a cliché today as it was yesterday, retail is all about the customers. But customers and their tastes change rapidly—this one-of-a-kind resource shows retailers how to keep up. From the Back Cover Praise for Winning At Retail "Winning at Retail offers the most effective strategies available for retailers. At McDonald's, the 'Quick-EST' model is crucial, because being close and convenient to where our customers live, work, and shop helps us create maximum value. If you want to harness your company's strengths to become a leader in your category—and stay in tune with what your customers want—this is the book for you." —Jim Rand, Senior Vice President of Business Development, McDonald's Corporation "Winning at Retail provides a thoughtful approach to retail differentiation. Ander and Stern warn of the 'treacherous middle' into which retailers too easily drift. They inspire us to avoid this peril through case studies of retailers who have assumed leadership through courageous choice." —Robert L. Price, Senior Vice President and Chief Marketing Officer,

Wawa "In a difficult retail environment, this book provides crucial guidance for staying on top of your competitionndash;by taking the customer seriously and leveraging your strengths to provide experiences that increase customer loyalty. Will Ander and Neil Stern elegantly argue that you can't always be the biggest, fastest, and trendiest place on the block, but it takes only one of these 'Estsrsquo; to be a category leader. Businesses big and small can benefit from the carefully distilled lessons in this book." ndash;Bernd Schmitt, Professor of Marketing, Columbia Business School and author of Customer Experience ManagementAbout the AuthorWILLARD N. ANDER is a Partner with McMillanDoolittle, a global retail consultancy with clients around the world. He consults on strategy, new store development, and retail best practices with such clients as General Motors, Publix, Landsrsquo; End, McDonaldrsquo;s, Best Buy, The Great Indoors, and BP/Amoco. He is a graduate of Stanford University and a former assistant professor at the University of Houston. NEIL Z. STERN is a Senior Partner with McMillanDoolittle who specializes in the strategic planning and development of new retail concepts. His clients include Safeway, Procter Gamble, Harris Teeter, Wawa, Radio Shack, and Chevron/Texaco. He is the Editor of McMillanDoolittlersquo;s Retail Watch newsletter and is a graduate of Columbia University.