



People Don't Buy What You Sell

Martin Butler

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This provocative and candid book goes behind the scenes to reveal the secret of success behind a number of leading UK retailers. It includes in-depth case studies on John Lewis, Selfridges, Carphone Warehouse, Oddbins, Topshop, B&Q and HMV and unique insight from a number of top retail analysts and commentators. It challenges conventional wisdom and makes the case that what the retailer stands for (the brand) is more important than what is sold (the merchandise). Targeted at anyone involved, or simply interested, in retail selling, this important book will help you become a better, smarter retailer in an increasingly competitive and changing world. It will give you the perspective and the retail branding tools to make a difference, whatever your level.

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