



Retail Marketing and Branding: A Definitive Guide to Maximizing ROI

Jesko Perrey, Dennis Spillecke

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Retail Marketing and Branding, 2nd Edition looks at how retailers can make more out of their marketing money with retail best practices in branding and marketing spend optimization.

The second edition of *Retail Marketing and Branding* includes the following updates:

- * New and updated case examples
- * Updated figures and examples throughout
- * New interviewers with recent experiences
- * Additional chapters

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