



## **How to Sell: Recipes for Retail**

John Hoerner

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### How to Sell: Recipes for Retail

John Hoerner

How to Sell: Recipes for Retail John Hoerner Your definitive guide to becoming the best retailer you can be.

How To Sell: Recipes for Retail is the condensed wisdom from 50 years of successful selling from former CEO of Arcadia and Tesco, John Hoerner. Divided into chapters covering all aspects of retail, John's wisdom is summarised in short incisive quotes. Chapters include: customers, stores, buyers, suppliers and stock management, marketing PR and communications, strategy, investment and people.



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