



The Manual of Successful Storekeeping (Paperback)

By W R Hotchkin

Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****. W. R. Hotchkin, formerly advertising manager for the New York store of John Wanamaker, developed the Manual of Successful Storekeeping. The contents of the volume were first issued as a service to retail merchants and are now published under the auspices of the Associated Advertising Clubs of the World. The book is composed of a series of articles discussing methods of handling the problems arising in the management of a department store; with suggestions for adaptation to the conditions of the country merchant. The book deals with serious problems in present-day merchandising. Among the topics treated are the following: Mid-season merchandising; The psychology of a crowd; Getting the most out of manufacturers; Carrying too many competing lines; Planning for Christmas; Cleaning out the old stock; A solution of the charge-account problem; Meeting the competition of the great mail-order houses; An equitable bonus system; The most fertile field for increasing sales. The volume should prove of great interest to the wide-awake merchant who is interested in studying the methods of other successful men. While frequently the methods are open...

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