



Boutique Thinking in a Big Box World: A Caffeinated Instruction Manual for Open Minded Sales Enthusiasts (Paperback)

By Joe Marcoux

iUniverse, United States, 2007. Paperback. Book Condition: New. 226 x 150 mm. Language: English . Brand New Book ***** Print on Demand *****. If you're in sales and are struggling to succeed in a market dominated by mega-store discount-retailers, you probably wonder how you can rise above the competition. Drawing on his experience working with boutique stores, Joe Marcoux shows you how to embrace a new business model to help you draw customers to your store and increase your bottom line. Called boutique thinking, this theory focuses on different ideas to change the way you look at your company, affording you the opportunity to: Advance from employee to partner or owner Expand from one location to several Excel regardless of the big-box mentality of other companies Continue to grow and adapt Marcoux uniquely illustrates this concept through the fictional story of Martin, a retail store manager who learns how to harness the power of boutique thinking to take his career—and his life—to levels he never thought feasible. *Boutique Thinking in a Big Box World* is the perfect business guide to assist you in embracing a new business mentality and creating a world full of possibilities!.

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