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You Can Compete: Double Sales Without Discounting (Second Edition)

Bob Phibbs

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You Can Compete: Double Sales Without Discounting (Second Edition) Bob Phibbs
You Can Compete describes how I work and gives the independent businessperson concrete advice from someone who's worked in retail stores 50+ hours a week, has known what to do when their back is against the wall and has a proven track record of success. It is aimed at independent business owners, many of which are being challenged by chain stores. Think of the movie You've Got Mail only in my book, the independent succeeds. As the "Retail Doctor", I have been giving a message of hope that you can compete - as long as you are creative and willing to change. From nurseries to coffeehouses, from bookstores to hardware stores the message to the small businessperson is clear: you are in a hopeless situation. If the independents are not encouraged and challenged to fight, we will all be the worse for it. This book does that for a wide audience of readers.

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