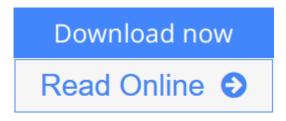
"Selling with Space Management"



By David C. King



"Selling with Space Management" By David C. King

Selling with Space Management© is the Consumer Packaged Goods industry's guidebook to success in Space Management. Dr. Brian Harris calls Selling with Space Management© "a must read for anyone involved in Space Management, in-store merchandising, or Category Management". Selling with Space Management© provides retailers and suppliers with nearly 500 pages of real-world examples, illustrations and explanations of Space Management best practices. Chapters and Topics include: New uses of Space Management; Shopper Insights; Retailer-Supplier collaboration; Benefits of Space Management People; Product Library and Planogram Library; Opportunity Analysis; Homework and Data for Projects; Solution Project Start-Up; Retailer and Supplier Dialogue; Advanced Analytics; Neighborhood Marketing; Space Management Presentations; Planogram Tests; Planogram Implementation and Compliance; Glossary of Space Management Terms; and much more!

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