



The Complete Idiot's Guide to Starting and Running a Retail Store (Complete Idiot's Guides (Lifestyle Paperback))

James E. Dion

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The Complete Idiot's Guide to Starting and Running a Retail Store (Complete Idiot's Guides (Lifestyle Paperback)) James E. Dion

Make the dream of opening a retail business a reality.

The fastest-growing segment of small business is retail-everything from clothing to linens, books to boats, gourmet pans to furniture. With over 30 years' experience in retail, national expert and consultant James Dion offers practical, hands-on tips and advice on all aspects of retail business, from choosing the right business model and finding the ideal location to financing, purchasing, and marketing.

- Expert author with a high industry profile
- Practical, hands-on steps on how to build a successful retail business
- Up-to-date information on the retail market

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