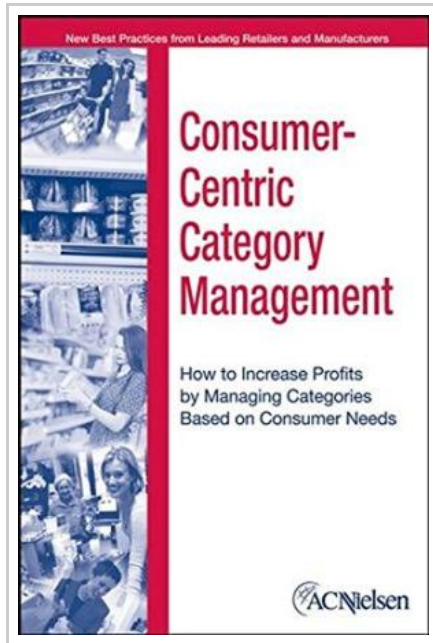



[DOWNLOAD](#)


Consumer-Centric Category Management : How to Increase Profits by Managing Categories based on Consumer Needs

By ACNielsen

Wiley, 2014. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Chapter 0: Introduction-Why Category Management Is More Important Than Ever. PART I: IN THE BEGINNING-THE PURPOSE OF CATEGORY MANAGEMENT. Chapter 1: The Evolution of Category Management and the New State of the Art. Chapter 2: Category Management Begins with the Retailer's Strategy. PART II: THE EIGHT FOUNDATIONAL STEPS OF CATEGORY MANAGEMENT. Chapter 3: Step One: Define the Category Based on the Needs of Your Target Market. Chapter 4: Step Two: Assign a Role to the Category That Best Supports the Retailer's Strategy. Chapter 5: Step Three: Assess the Category to Find Opportunities for Improvement. Chapter 6: Step Four: Set Performance Targets and Measure Progress with a Category Scorecard. Chapter 7: Step Five: Create a Marketing Strategy for the Category. Chapter 8: Step Six: Choose Tactics for Category Assortment, Pricing, Promotion, Merchandising, and Supply Chain Management. Chapter 9: Step Seven: Roll Out the Plan. Chapter 10: Step Eight: Review the Category's Performance Regularly and Make Adjustments as Needed. Chapter 11: Bringing the Consumer into Category Management-A New Take on the Eight Steps. PART: III: CATEGORY MANAGEMENT SUCCESS STORIES. Chapter 12: General Mills-Going Beyond the Categories....


[READ ONLINE](#)

Reviews

A superior quality publication and the font utilized was intriguing to read. I could comprehend every little thing using this composed e publication. You will like the way the author compose this publication.

-- **Mr. Demario Trantow**

This book will be worth purchasing. This is for anyone who statte that there had not been a worthy of looking at. Your daily life span will likely be convert when you total looking over this ebook.

-- **Aidan Jerde DVM**