



## The Manual of Successful Storekeeping

---

By W R Hotchkin

Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.W. R. Hotchkin, formerly advertising manager for the New York store of John Wanamaker, developed the Manual of Successful Storekeeping. The contents of the volume were first issued as a service to retail merchants and are now published under the auspices of the Associated Advertising Clubs of the World. The book is composed of a series of articles discussing methods of handling the problems arising in the management of a department store; with suggestions for adaptation to the conditions of the country merchant. The book deals with serious problems in present-day merchandising. Among the topics treated are the following: Mid-season merchandising; The psychology of a crowd; Getting the most out of manufacturers; Carrying too many competing lines; Planning for Christmas; Cleaning out the old stock; A solution of the charge-account problem; Meeting the competition of the great mail-order houses; An equitable bonus system; The most fertile field for increasing sales. The volume should prove of great interest to the wide-awake merchant who is interested in studying the methods of other successful men. While frequently the methods are open...



**READ ONLINE**  
[ 2.18 MB ]

### Reviews

*This publication can be really worth a go through, and a lot better than other. It is actually written in straightforward words and phrases instead of confusing. I discovered this pdf from my dad and I suggested this publication to learn.*

-- **Jackeline Rippin**

*A high quality book and also the font employed was intriguing to read. I was able to comprehend every thing out of this created e book. You won't really feel monotony at whenever you want of the time (that's what catalogues are for concerning should you check with me).*

-- **Prof. Johnson Cole Sr.**