



# Retail Marketing and Branding: A Definitive Guide to Maximizing ROI

*Jesko Perrey, Dennis Spillecke*

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*Retail Marketing and Branding, 2nd Edition* looks at how retailers can make more out of their marketing money with retail best practices in branding and marketing spend optimization.

The second edition of *Retail Marketing and Branding* includes the following updates:

- \* New and updated case examples
- \* Updated figures and examples throughout
- \* New interviewees with recent experiences
- \* Additional chapters

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