

## Competing In Tough Times Business Lessons From L.L. Bean Trader Joe's Costco And Other World Class Retailers Author Barry Berman Dec 2010

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Competing in Tough Times brings together the powerful new strategies that world-class retailers, like Trader Joe's, Costco, and Nordstrom, are using today to survive--and thrive--in a brutally unforgiving retail environment. Internationally respected retail management expert Barry Berman shows retailers and their suppliers exactly how to build effective strategies based on cost and differentiation, plan and implement those strategies, and measure the results.

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Competing in Tough Times: Business Lessons from L.L.Bean ...

The best business survival step in tough times is to not lose your existing customers at any cost. Your customer service must be immune to such hard times. In such situations, your loyal and existing customers are targeted by your competitors.

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Most of the books I've read on business over the past half century have been somewhat short on substance as well. They spend 60,000 to 80,000 words expounding truths that could be adequately addressed in a 1200 word essay. That's not the case here. Barry Berman packs facts into this book like sardine fit into a can.

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