



The Retail Doctor's Guide to Growing Your Business: A Step-by-Step Approach to Quickly Diagnose, Treat, and Cure

Bob Phibbs

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It's one of the toughest economies in years, but don't fear-the doctor is in

Are you among the thousands of retailers frustrated by market challenges and looking for ways to take control of your business? Are you looking for the advice of an expert consultant, but unable to spend the money? Then *The Retail Doctor's Guide to Growing Your Business* is for you.

By providing a step-by-step approach to evaluate your current business practices, The Retail Doctor offers professional guidance

- Redesign your organizational structure
- Reap the maximum returns on your investment
- Keep your business financially healthy

Following the advice in these pages will help you devise a sound strategy to accomplish your goals and outperform your competitors. You'll also gain clear insight into all areas of human resource management, sales training, merchandising methods, and marketing.

While your competitors are looking for a magic bullet to solve their problems, with *The Retail Doctor's Guide to Growing Your Business*, you can be making changes that will guarantee enormous returns and financial success.

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