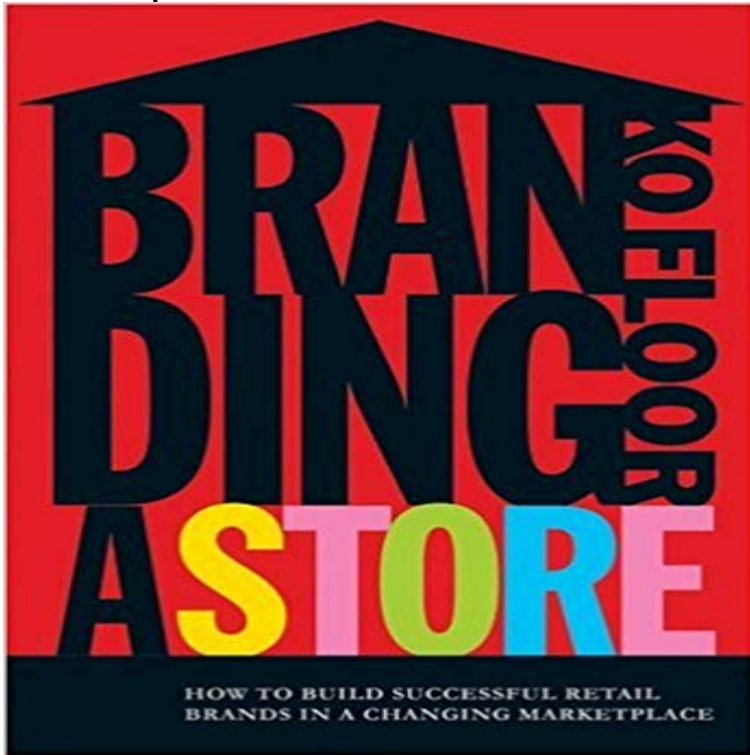


# Branding a Store: How to Build Successful Retail Brands in a Changing Marketplace



From the Introduction: In the next few years the retail market will change dramatically. In order to survive, a store will have to become its own brand. A strong brand can differentiate a store from competition. The emotional differences between retail brands will therefore become more and more important. Most retailers revenue and profit comes from the selling of many of the same brands offered by their competitors. In order to stand out from the competition, retailers need to become brands themselves. Meeting this challenge will ensure differentiation. Ko Floor offers strategies to build a brand identity by positioning on price, convenience and store experience and he explores brand personality and brand communication. He offers examples from an extensive body of retail brands, from Wal-Mart to IKEA, Home Depot, Amazon and Starbucks.

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