

Retail Marketing and Branding: A Definitive Guide to Maximizing ROI

By 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 interviewers with recent experiences

* Additional chapters

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From the Inside Flap

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From the Back Cover
Did you know that...?

- …strong brands have consistently outperformed benchmarks like the MSCI World index in the past decade?
- …the profitability cycle of new retail formats has shortened from more than a decade to less than a year

since the 1960s?
- …the share of private labels exceeds 50 percent in many categories and still sees double-digit growth in some saturated markets?
- …30 percent of all in-store signage is noticed by less than one percent of shoppers on average?
- …two thirds of all consumers globally use online product reviews to make purchase decisions?
- …leaflets are read by up to 90 percent of consumers, and that households receive up to 30 leaflets per week?
- …25 percent of shoppers are actively looking for promotions to be able to afford their favorite brands despite tight budgets?

If you want to find out how these and other facts can help you grow your business, this book is for you. To help retail executives take robust decisions in an environment of accelerating change, Retail Marketing and Branding provides a unique combination of strategic thinking and cutting-edge analysis. The second edition has new chapters on format development and fact-based promotion management, as well as fully revised chapters on digital marketing.

About the Author

Dr. Jesko Perrey Director, Du?sseldorf Jesko Perrey is the global leader of the CLM (Customer Lifecycle Management) service line and a core member of the leadership team of the EMEA Consumer Goods & Retail Practice at McKinsey. His focus is on brand management, marketing ROI, segmentation, and CLM across different industries. Jesko is the author of many articles and essays in leading journals and compendiums, particularly on marketing-related subjects such as branding, marketing ROI, segmentation, and CLM, and coauthor of the book Power Brands. He holds an MBA and a PhD from the University of Mu?nster.

Dr. Dennis Spillecke Principal, Cologne Dennis Spillecke is a core member of the EMEA Consumer Goods & Retail Practice, as well as of the EMEA Marketing & Sales Practice at McKinsey. Dennis leads the global service line on marketing ROI and branding. In recent years, Dennis' work has focused primarily on the areas of digital marketing, marketing ROI, and branding. Dennis holds a PhD from the Otto Beisheim School of Management (WHU) in Vallendar.

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