



1001 Ideas to Create Retail Excitement, Revised Edition (2003)

By Edgar A. Falk

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In a new, completely revised and updated edition of his 1999 classic **1001 Ideas to Create Retail Excitement**, public relations and marketing guru Edgar Falk shows small, medium, and large business owners how to make the most of retail opportunities in any economic environment, and teaches all business owners how to think big in the face of growing competition and consumer insecurity.

In our ever-changing economy, Falk's strategies are an absolute necessity for survival and success. Here, he offers a veritable encyclopedia of practical suggestions that show small- to medium-sized retailers how to attract new customers, then goes on to offer solid, time-tested advice on how to keep them coming back, over and over again. From proven-successful ideas for eye-catching window displays, in-store promotions, and special events to tested strategies for market research and publicity, this guide provides everything the small business owner needs to become more aggressive and effective in pulling in customers and fending off competition.

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Editorial Review

Review

An excellent new book.... Added to his ideas for creating an exciting store, Falk addresses many key topics to help small retailers compete with larger competitors. -- *San Francisco Examiner*

From the Back Cover

Here is a storehouse of practical suggestions that show small-to medium-sized retailers how to attract new customers.. and keep them coming back.

About the Author

Edgar A. Falk is a marketing and public relations veteran, with more than 30 years' experience with such firms as BBD&O and N.W. Ayer, serving clients such as GE, AT&T, and Sharp Electronics. The recipient of five Silver Anvils from the PR Society of America, and the author of numerous articles on advertising and public relations, Mr. Falk now operates his own agency.

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