



The Complete Idiot's Guide to Starting and Running a Retail Store (Complete Idiot's Guides (Lifestyle Paperback))

By James E. Dion

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Make the dream of opening a retail business a reality.

The fastest-growing segment of small business is retail-everything from clothing to linens, books to boats, gourmet pans to furniture. With over 30 years' experience in retail, national expert and consultant James Dion offers practical, hands-on tips and advice on all aspects of retail business, from choosing the right business model and finding the ideal location to financing, purchasing, and marketing.

- Expert author with a high industry profile
- Practical, hands-on steps on how to build a successful retail business
- Up-to-date information on the retail market

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Editorial Review

About the Author

James E. Dion, founder and president of Dionco, Inc., Chicago, is an internationally known consultant, keynote speaker, trainer, and author of the industry classics *Retail Selling Ain't Brain Surgery, It's Twice as Hard*, and *Start and Run a Retail Business*. Companies such as Microsoft, Maytag, Harley-Davidson, and Ritz-Carlton have benefited from his insights on retail selling, merchandising, technology, and consumer trends.

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