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By James E. Dion

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- Expert author with a high industry profile
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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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