

# New Book Helps Retailers Examine, Improve Operations

In the post-recession retail climate, store owners are constantly seeking ways to improve their operations' performance. A new book by two industry experts could pave a solid path to better performance.

Written by Philip H. Mitchell and Gary Petz, "10 Weeks to a Better Retail Operation: Learn How to Quickly Improve Your Store" is a guide to help retailers examine their operations more critically and make positive changes.

The book serves as a follow-up to "Discovery-Based Retail," released in 2008.

"The perspectives of customers will ultimately determine the success of any operation," Mitchell says. "Therefore, our book helps all retailers focus on these perspectives and drive growth faster than they ever imagined."

The book introduces new ideas for improving profitability, store design, merchandising and expense control. It also explores building better employee teams, selling skills and establishing niches.

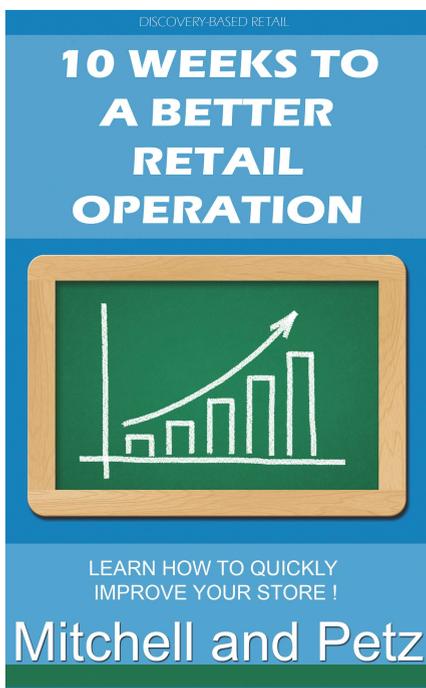
Mitchell urges store owners to move away from numbers and focus on other critical aspects of their day-to-day operations.

"Many begin to examine all of their decisions simply through a dollar and cents filter," he says. "They often fail to take into consideration how the changes

will affect their store's appeal to their customers. When a store's presentation is designed to enhance shopping experiences, additional sales naturally follow."

"10 Weeks to a Better Retail Operation: Learn How to Quickly Improve Your Store," is published by CreateSpace.

For more information, visit [www.discoverybasedretail.com](http://www.discoverybasedretail.com). ➔



# Ace Hardware Corp. Speaks Out Against Zombie Video

A short film outlining how employees at an Ace Hardware store would prepare for a zombie takeover with the resources in their store drew criticism from corporate Ace officials recently.

After the video, "When the Zombies Come," debuting at the 2013 Sundance Film Festival, was posted on the Sundance Film Festival Shorts section of the Sundance Institute's YouTube channel, "The Screening Room," in late January, an Ace Hardware official issued the following response via the hardware chain's social media channels:

"Ace Hardware was not aware that a deplorable video encouraging violent

behavior was produced and we did not approve the use of our brand or store in the filming of that video. We are aghast and outraged that these individuals used our nationally recognized brand in this film. This video does not in any way represent Ace Hardware and the thousands of hardworking Ace employees that are knowledgeable, friendly and dedicated to serving Ace customers. We are making every effort to remove this video from all online sources. We greatly value our customers as well as our 'helpful' brand image and are deeply offended by the content of this video." ➔



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