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By James E. Dion

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- 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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**The Complete Idiot's Guide to Starting and Running a Retail Store (Complete Idiot's Guides (Lifestyle Paperback)) By James E. Dion Bibliography**

- Sales Rank: #196935 in Books
- Brand: Dion, James E.
- Published on: 2008-04-01
- Released on: 2008-04-01
- Original language: English
- Number of items: 1
- Dimensions: 9.10" h x .72" w x 7.37" l, 1.17 pounds
- Binding: Paperback
- 368 pages

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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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