



Conversion: The Last Great Retail Metric

By Mark Ryski

AuthorHouse. Paperback. Condition: New. 396 pages. Dimensions: 8.9in. x 6.0in. x 1.1in. Retailers today are able to generate the critical customer information on traffic and conversion rates that turn from their traditional anecdotal reflections . . . in Conversion Mark Ryski tells us all that we need to know to make that shift a reality. A true find for any retailer looking for dramatic improvements in business outcomes! - Len Schlesinger President, Babson College former Vice Chairman and COO, Limited Brands A retail brand is built from the cumulative effects of its shoppers experiences over time, making learning from these experiences a strategic priority for retailers in order to drive business value. Converting customers into buyers is the first step in creating a sustained partnership that results in value for all. The strategies introduced in this book will help retailers of all sizes and categories convert their customers experiences into future buyers. - Pat Conroy Vice Chairman, Deloitte LLP and amp; Consumer Products Practice Leader Half the battle is finding the right things to measure for your business and industry. Ryski is right that conversion is a critical metric for retailers who care about revenue, profits, and growth. - Thomas H...



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