



# **Specialty Shop Retailing: How to Run Your Own Store (Revision) (National Retail Federation Series)**

*Carol L. Schroeder*

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## **Specialty Shop Retailing: How to Run Your Own Store (Revision) (National Retail Federation Series)**

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This comprehensive, revised edition offers how-to information for starting a small business in specialized retailing, from the mom and pop operation to a chain memorabilia store. Highly practical, it incorporates the newest developments within retail sales, including information on the changing economy (such as how e-commerce affects small business owners).

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