

The Modern Day Store: Becoming a Unified Store

Brian Barfield



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In many of today's retail stores it is evident that there is a disconnection between owners and sales associates. Through the trials and pressures of business life the lines of communication and a once unified team have slowly disappeared. This has led to many of the issues that we find in today's retail store environment. The Modern Day Store is a detailed road map designed to expose these issues and bring about the process of creating a unified store. Once unified, the Modern Day Store will bring about many new found successes and freedoms that will set the standard for many years to come.

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