



Hillstrom's Merchandise Forensics: A Case Study In Understanding Why Merchandising Issues Impact Marketing Productivity And Business Health

Kevin Hillstrom

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Have you ever worked for a business that struggled to generate sales increases? It's not fun, is it? Especially if you work in the marketing department! If you work in the marketing department, then you know the kind of pressure that is placed upon you to "fix the business" right now. If you work for a catalog brand, you will be blamed for mailing the wrong customers. If you work for a retail brand, you will be blamed for not driving enough traffic into the store. If you work for an e-commerce brand, you'll be blamed for failing to provide a robust mobile experience. In other words, it's not fun to work in the marketing department when customers don't want to purchase the merchandise your brand offers. Here's the thing, folks. It's not always the fault of the marketing department. In fact, it is usually not the fault of the marketing department when a business goes bad. In "Hillstrom's Merchandise Forensics", Kevin Hillstrom explores a series of analytical techniques, using actual data, to demonstrate that merchandising issues are frequently responsible for business problems. His techniques highlight the role that new products, existing products, various merchandise categories, price points, and discounting strategies play in causing future business challenges. This book is a must read for CEOs, CFOs, CMOs, Marketing Experts, and Analytics Gurus looking to identify the reasons why a business fails grow.

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