

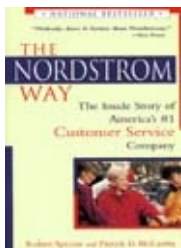
## The Ultimate Sales Letter

By Daniel S Kennedy

\$22.00

Overseas A\$20.00

Daniel Kennedy has been writing successful sales letters for over ten years for some of the fastest-growing businesses in the country. His simple, straightforward system has worked for mail-order firms, retail stores, service businesses, cosmetics companies, sporting goods manufacturers, and gift merchandising firms, to name just a few – and it can work for you, too.



## The Nordstrom Way

By Robert Spector  
& Patrick McCarthy

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The Nordstroms 'wrote the book' on customer service. Now we have a chance to read, chapter by chapter, how through four generations this family has established one of the finest retail institutions in the world.

This updated edition reveals the secrets behind the phenomenal success of this American customer-service legend.

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# October 2001

## Book of the month!

### A Little Bull Goes a Long Way

By Barry Bull

Aust: \$25.30

O/Seas: A\$23.00

Barry Bull is the owner of Toombul Music at Westfield Shoppingtown Toombul, Brisbane. He has only one store, yet his reputation is known throughout retailing.

His business has won more than 30 Westfield Retail Awards, including the National Individual Specialty Retailer Award three times. In 1997 Toombul Music was an inaugural inductee into the Westfield Hall of Fame in recognition of outstanding retail achievement. In 2001 he was presented 'A Westfield Legend Award' recognising 20 years of superior retailing.

Other great business books are shown inside →→→

October's password  
... Money

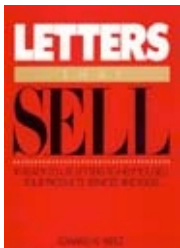


## Getting Business to Come to You

By P & S Edwards & L Douglas

\$49.50  
overseas A\$45.00

You're not in business until you have a business. But rather than spend all your time- and a lot of money - chasing after customers, you can get them to come to you, by using this guide for attracting as much business as you can enjoy.



## Letters that Sell

By Edward W. Werz

\$27.50  
overseas A\$25.00

"90 ready-to-use letters to help you sell your products, services and ideas." Arranged by category, these model letters cover every business situation from direct-sell to customer service and novelty letters, each accompanied by invaluable marginal notes that will enable you to tailor them to your specific goals.

## Retailers

A selection of great A4 booklets by retail marketing wiz Jurek Leon.

### Stop Thief! How to Prevent People from Stealing Your Profit

\$33.00  
Overseas A\$30.00

Includes case studies and guidelines to help you manage your staff, and to set and maintain store security standards.

### Merchandising Made Simple

\$33.00  
Overseas A\$30.00

This booklet helps you and your team make immediate improvements in your store performance through better merchandising.

### Terrific Telephone Techniques

\$33.00  
Overseas A\$30.00

This is the ultimate guide to excellent service over the phone.

### 40 Ideas to Help You Make This Christmas the Best Ever for Your Retail Business

\$12.10  
Overseas A\$11.00

This booklet brings together many ideas gleaned from retailers who have attended Jurek's "Christmas Success" seminars in Australia, New Zealand and Singapore.

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- The Nordstorm Way
- Stop Thief! How to Prevent People from Stealing Your Profit
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