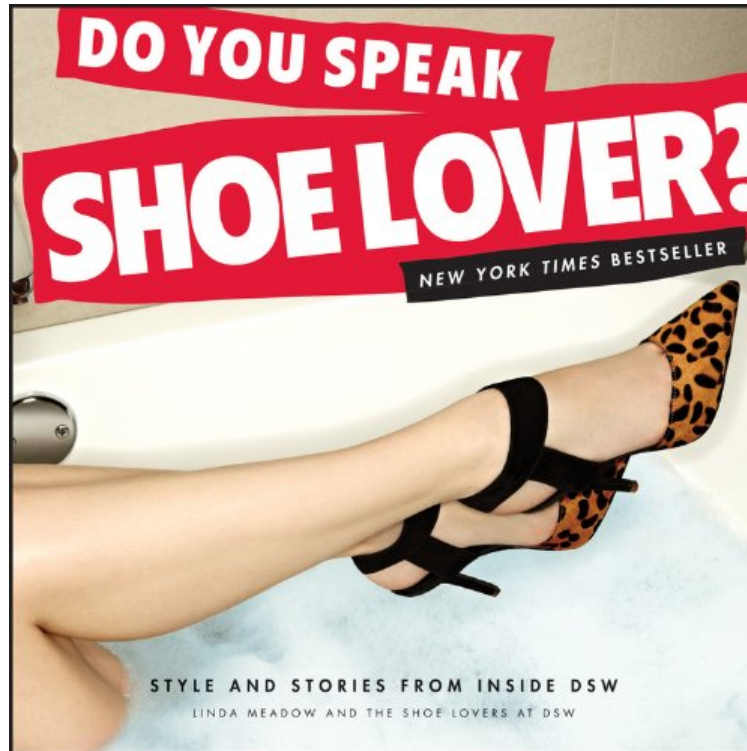


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Do You Speak Shoe Lover?: Style and Stories from Inside DSW

Linda Meadow

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Linda Meadow : Do You Speak Shoe Lover?: Style and Stories from Inside DSW before purchasing it in order to gauge whether or not it would be worth my time, and all praised Do You Speak Shoe Lover?: Style and Stories from Inside DSW:

0 of 0 people found the following review helpful. Not interestingBy Blu-MonroeThank goodness I bought this used. A bunch a stories about DSW employees fixations with shoes.0 of 0 people found the following review helpful. Fun Book about ShoesBy ray gagneinteresting book about the rise of quality discount shoe store, DSW, and its entrepreneurial marketing executives, founder, and sales strategies.1 of 1 people found the following review helpful. Just say, no!By Aunt 'TineDid not care for this book. I found it to be unreadable. The highlight of each chapter was the number of shoes owned by the employees.....really!

Celebrating Shoe Lovers everywhere! No matter how bad your day is going, none of it seems to matter if yoursquo;re wearing the perfect shoes. Do You Speak Shoe Lover? will not only make Shoe Lovers feel better about loving shoes, but it also reveals the business principles of leading shoe retailer, DSW. It explains how DSW strives everyday to be Americarsquo;s Favorite Place for Shoesmdash;as well as Americarsquo;s Favorite Place to Work. Each and every DSW Shoe Lover lives the valuesmdash;for the benefit of their customers as well as for each other. It also shares stories from DSWrsquo;s customers and employees about how the right shoes made the difference at important moments in their lives, along with shoe fashion tips and career and business advice, based on DSWrsquo;s core values. Filled with photosmdash;itrsquo;s perfect as a gift Explains DSWrsquo;s core values: 1) Passion, 2)

Accountability, 3) Collaboration and 4) Humility, which run through its headquarters in Columbus, Ohio, into each of its 350+ retail locations, and to its more than 20 million Rewards members and 1.5 million fans on Facebook Coauthor Kelly Cook is Senior Vice President Marketing at DSW and the queen of shoe love Explore the emotional relationship women have with shoes with insights from the retailer that knows shoe buyers best.

From the Back Cover You'd never push your car through rain and mud in fabulous heels. You've been known to sneak in shopping bags after dark so your neighbors don't see you with new shoes; again. You'd totally buy a killer pair of stilettos, even if you did fall flat on your face during your first moments with them. We get it; we really, truly get it. Do You Speak Shoe Lover? dives into the all-consuming passion simply described as shoe love. It's a wild ride of fashion tips, career advice, and stories from DSW Designer Shoe Warehouse customers and associates. You'll also get a glimpse of the business practices behind DSW and insight to the best jobs on the planet; Shoe Lovers serving other Shoe Lovers. So join the millions of others in this journey to perfect the world's best language. Come on, let's talk shoes. About the Author Linda Meadow has previously written three editions of the guidebooks City Baby LA, published by Rizzoli. She also is the founder of the website, Gurumommy.com