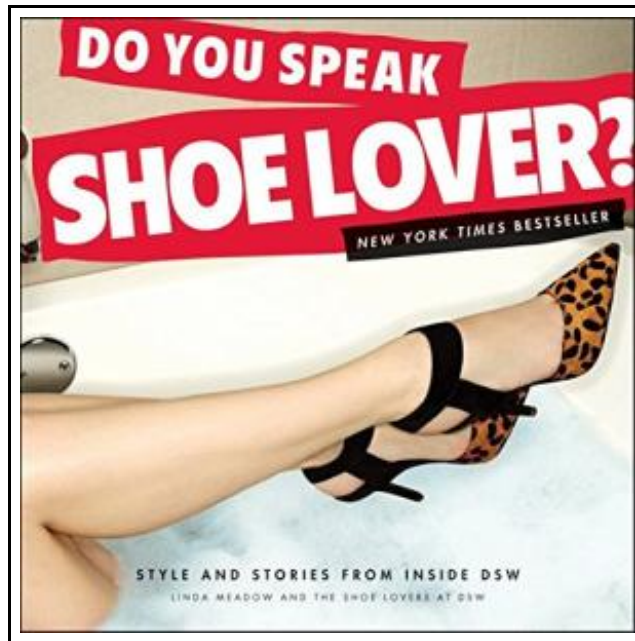


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John Wiley & Sons Inc. Paperback. Book Condition: new. BRAND NEW, Do You Speak Shoe Lover?: Style and Stories from Inside DSW, Linda Meadow, The shoe lovers at DSW, Celebrating Shoe Lovers everywhere! No matter how bad your day is going, none of it seems to matter if you 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 America s Favorite Place for Shoes as well as America s Favorite Place to Work. Each and every DSW Shoe Lover lives the values for the benefit of their customers as well as for each other. It also shares stories from DSW 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 DSW s core values. * Filled with photos it s perfect as a gift * Explains DSW 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.



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