



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

Linda Meadow

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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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From reader reviews:

James Cansler:

A lot of people always spent their very own free time to vacation or go to the outside with them family or their friend. Do you realize? Many a lot of people spent many people free time just watching TV, as well as playing video games all day long. If you want to try to find a new activity that's look different you can read a book. It is really fun to suit your needs. If you enjoy the book that you simply read you can spent all day every day to reading a guide. The book Do You Speak Shoe Lover?: Style and Stories from Inside DSW it doesn't matter what good to read. There are a lot of those who recommended this book. These were enjoying reading this book. When you did not have enough space bringing this book you can buy the e-book. You can m0ore easily to read this book through your smart phone. The price is not too costly but this book provides high quality.

Major Talley:

This Do You Speak Shoe Lover?: Style and Stories from Inside DSW is great reserve for you because the content that is full of information for you who all always deal with world and also have to make decision every minute. This particular book reveal it details accurately using great plan word or we can declare no rambling sentences inside. So if you are read the idea hurriedly you can have whole data in it. Doesn't mean it only gives you straight forward sentences but difficult core information with wonderful delivering sentences. Having Do You Speak Shoe Lover?: Style and Stories from Inside DSW in your hand like obtaining the world in your arm, data in it is not ridiculous one particular. We can say that no guide that offer you world within ten or fifteen minute right but this publication already do that. So , this is good reading book. Hey there Mr. and Mrs. hectic do you still doubt that will?

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