

Steimatzky Ltd in Retailing (Israel)

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Abstracts

With the new “author’s law” that entered into force in 2013, the company had to find new ways to attract consumers, as it is not permitted to offer reduced prices on new books. An example is by offering new products which are not traditionally found in media products stores, in addition to new services. Moreover, the company will create more added-value for members of its customer loyalty card. Steimatzky puts a strong focus on its loyalty card.

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