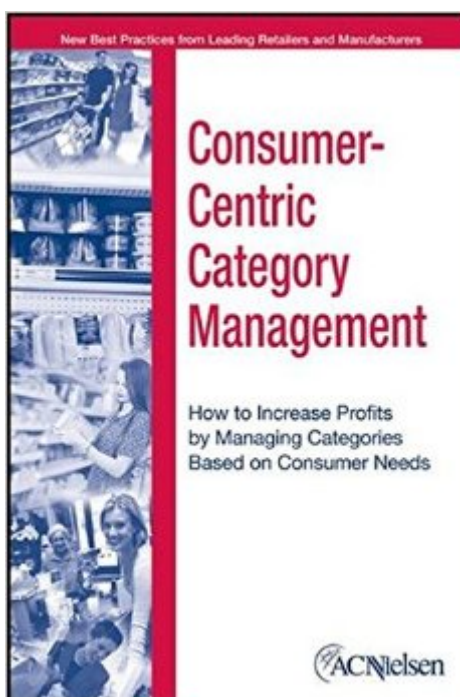


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# Consumer-Centric Category Management : How To Increase Profits By Managing Categories Based On Consumer Needs



## Synopsis

In some parts of the world, especially in developing markets, category management today remains a stretch goal – a new idea full of untapped potential. In other areas, the original eight-step process that emerged in the late 1980s forms the foundation of many companies' approach to category management. In still others, particularly in developed countries like the U.S., the U.K., and others, refinements are being made – most of them designed to place consumer understanding front and center. New ideas are emerging – from "trip management" to "aisle management" to "customer management." Whether a new descriptor emerges to replace "category management" is yet to be seen. Even if that does happen, what won't change is the overall objective – to help retailers and their manufacturer partners succeed by offering the right selection of products that are marketed and merchandised based on a complete understanding of the consumers they are committed to serving. This book, which explores both the state of and the state-of-the-art in category management, is for everyone with a vested interest in category management. It can serve such a broad audience because category management is about bringing a structured process to how executives think and make decisions about their businesses, no matter what information and information technology they have access to.

## Book Information

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## Customer Reviews

This is an excellent book for anyone involved in Category Management, seasoned pros and newbies alike. It is not surprising to see of the companies and people involved in this book. It's disappointing to get through it and not hear from some of the great companies doing great work

today. More people should share what they're doing. The authors take great care to list the different tools used by each company. Kind in mind who who sponsored the book and realize that their are other tools at work in this industry. Mark it up and keep it around. It has a great index and will serve as a good reference tool.

This book provides excellent background information about Category Management. The book outlines how retailers and suppliers can work together to build a long term relationship. This important area of retail is changing everyday, but, this book is timeless with the eight steps in Category Management. I suggest anyone going into retail field needs to purchase this book to see how data is driving brands and profits. This book should be on everyone's desk who is in retail to have a understanding of this important segment of retail management.

if you are not a retail guru, but if you're an executive involved with retail, fast moving consumer goods, shopper understanding, category management, trade promotions, and so on, you must read it. It's clear, ordered, easy to read, and best of all is edited by ACNielsen, wich is the global leader in FMCG information. At the end of your reading you'll understand the importance of shoppers in the FMCG business, wich is the functionallity of decision trees, what's next beyond category management (trip management). Why is so important to understand shopper's behavior to achieve succesful exhibits and boost your sales.

Some management publications slump into excessive conceptual theories, meaningless acronyms, or pointless detail that serve only to turn off the novice, while failing to add tangible value to those seeking to enhance existing expertise. ACNielsen's "Consumer-Centric Category Management" is not one of these publications. The book is well structured, guiding the reader, in plain concise English, through the key A - Z stages, techniques, benefits and risks associated with the category management. Like me, I'm sure you'll find in every chapter practical ideas you'll be keen to try out.

The book is good for those who wish to acquire the overall basic concepts of modern Category Management. Well written and a good source for those looking for a good and fast start into CatMgt.

Good overall review of Category management. Some subjects are discussed in more detail than others. I would have liked to see a more thorough explanation and deeper dive in some areas... The book treats some subjects as if you already know what they're talking about.

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