



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:

Donna Vazquez:

Playing with family in a very park, coming to see the ocean world or hanging out with pals is thing that usually you may have done when you have spare time, then why you don't try issue that really opposite from that. 1 activity that make you not sense tired but still relaxing, trilling like on roller coaster you have been ride on and with addition of information. Even you love Do You Speak Shoe Lover?: Style and Stories from Inside DSW, it is possible to enjoy both. It is fine combination right, you still desire to miss it? What kind of hang-out type is it? Oh can happen its mind hangout people. What? Still don't have it, oh come on its identified as reading friends.

Adam Cohn:

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