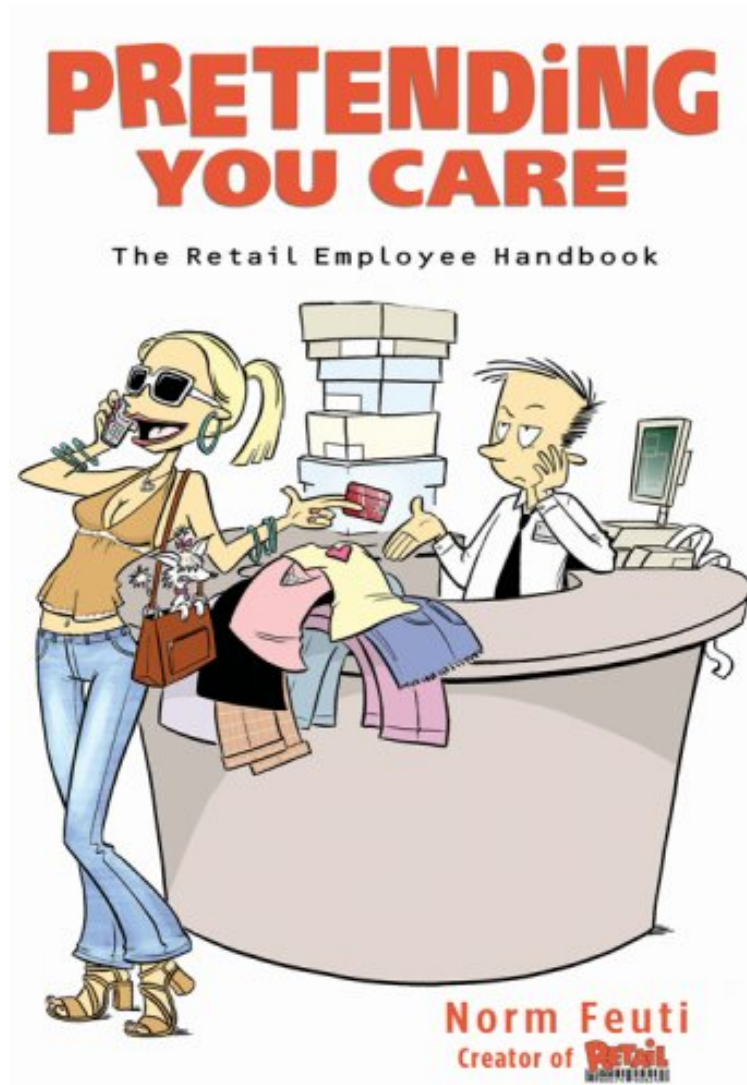


(Free download) Pretending You Care: The Retail Employee Handbook

# Pretending You Care: The Retail Employee Handbook

*Norman Feuti*

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#306413 in Books Feuti, Norman 2007-10-16 2007-10-16Ingredients: Example IngredientsOriginal language:EnglishPDF # 1 8.25 x .0 x 5.50l, .92 #File Name: 1401308902320 pages | File size: 64.Mb

**Norman Feuti : Pretending You Care: The Retail Employee Handbook** before purchasing it in order to gage whether or not it would be worth my time, and all praised Pretending You Care: The Retail Employee Handbook:

0 of 0 people found the following review helpful. I went to college for THIS?By JihadA nice book, but the author didn't quite capture the sheer insanity (seriously, I've worked with people on Lithium-- not cool man!) and complete stupidity of your co-workers and managers. And that doesn't apply just to retail, but any hellish low wage, low status job. Reading this made me glad I'm unemployed.0 of 0 people found the following review helpful. A lot of fun, you can open to any page and start readingBy proczachCouldn't put it down. You can randomly open to any page and start

reading. A lot of the backroom stories about inventory companies, different levels of management, good and bad co-workers and customers can apply to a lot more than actual public retail businesses. Learned a lot about the relationship between a mall and the mall cops and the stores and employees, recovery and what's really in the stockroom. Some of his experiences with people and corporate rules are truly bizarre, but I have lived a lot of it; I've never worked in public store type retail but have actually experienced the bizarre rite of destroying written off merchandise so no one can take it. A really fun read. Also interesting to see the early days of his Retail comic strip, it looked a little different, it seems all cartoonists don't settle into a set way of drawing until after the first couple years. I can only imagine not liking this book if you're one of the "people" types he talks about.

0 of 0 people found the following review helpful.

Hope for Cashiers Everywhere

By Winston D. Jen

To paraphrase the author, "Before you consider a career in the retail market, watch the news. See those murderers, bank robbers and drunkards? All those people shop." He's right. Working behind the cash register certainly isn't a picnic, especially not for those who work under the steel fists of micromanaging corporate giants. Be ready for random days off (which you will likely spend at home while your friends go to the mall, as one strip illustrates trenchantly), disrespectful customers who can't tell or don't care when you're on your lunch break, and arrogant mothers who expect help even after treating you like garbage. Be on the lookout for the "idiot test", a questionnaire asking you whether you are honest, likely to steal and willing to follow unreasonable demands such as working overtime without pay. And don't even think about enjoying Thanksgiving or Black Friday ever again. You'll be working for weeks trying to keep up with the preparations only to see your hard work go up in smoke after bargain-hungry shopping addicts show up. And if you can make it through the day with no injuries or 911 calls, you've already beaten the odds.

This book is done in the style of Scott Adams' Dilbert books, seamlessly interweaving personal anecdotes and rants (why can't Management focus on customer theft instead of employee theft!?) with strips from his comic series. The final chapter is my favourite. When your employee is going out of business (try and get a job with worthless, second-hand thrift stores instead of perennial anchor tenants), say hello to double wages, free products and the ability to avenge yourself on customers like they deserve with impunity!

Ah, retail. It has lured in the best of us with promises of employee discounts (a sham), the "fun" of working with people (not so much), and flexible hours (don't make me laugh). What we got instead: cranky customers, sadistic managers, idiotic coworkers, and, oh yeah, the hell that is doing inventory. But there are ways to lessen the pain, and this retail handbook will show you how. Inside you'll learn how to handle the crazies (both customers and coworkers), feign product knowledge, and make the best of working the register, all the while, of course, pretending you care. This book takes years of retail experience and condenses it into a guide that is as funny as it is useful. If you work in retail now, have done so in the past, or plan to do so in the future: this is the book for you.

About the Author

Norm Feuti is a Massachusetts-based cartoonist and, with 15 years experience as a department store manager, a retail veteran. He has worked in stores such as Bostonian Shoes, LearningSmith, and Michael's Arts and Crafts. His comic strip "Retail," on which the book is based, is syndicated by King Features and featured in 20 newspapers nationwide.