

Shopping Seduction & Mr. Selfridge



BOOK DETAILS

- Author : Lindy Woodhead
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BOOK SYNOPSIS

"In 1909 London's first dedicated department store built from scratch opened in a glorious burst of publicity, spearheaded by the largest advertising campaign ever mounted in the British press. In his eponymous store Selfridge created nothing less than "the theatre of retail". His personal life was just as flamboyant, one of mistresses and mansions, racehorses and yachts. In this book Lindy Woodhead tells the extraordinary story of the early 20th century revolution in shopping and the rise and fall of a retail prince"--

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