

BUSINESS BOOK REVIEW

The Retail Revival: reimagining business for the new age of consumerism

By Doug Stephens

Whether your business is specifically retail or whether global upheavals in consumer reality are of historical or psychological interest, *The Retail Revival* is a fascinating read not to be missed. With a unique perspective on how massive demographic and economic shifts coupled with technological and media disruption toss retail into a sea of turbulence, Stephens offers an review of market trends that explain, in layperson's terms, consumer behaviour, class identity and transformations in critical marketing principles.

Stephens presents a compelling wake-up call to retailers that being average is no longer acceptable. Rather, retailers must think differently, and create out-of-the box experiences for customers that are beyond the ordinary. This will not only be the new norm, but will be the key to survival in a competitive new environment.

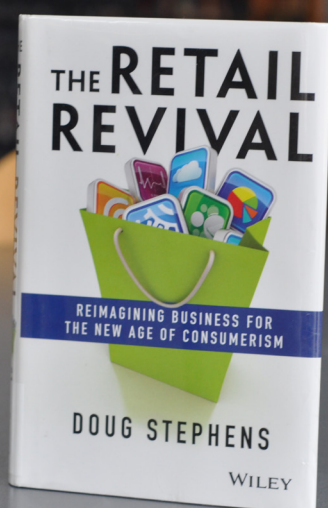
Stephen's fine analysis covers the history of retail and marketing from a global macro perspective. He challenges retailers to move beyond a traditional marketing way of thinking into a new way of doing business.

Doug Stephens is one of the world's most respected and influential industry futurists and advisors.

Enjoy a brief radio interview at:

cbc.ca/player/play/906361923943/

Highly recommended for business and marketing professionals as well as those interested in societal change.



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