

BUSINESS BOOK REVIEW

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

By Doug Stephens

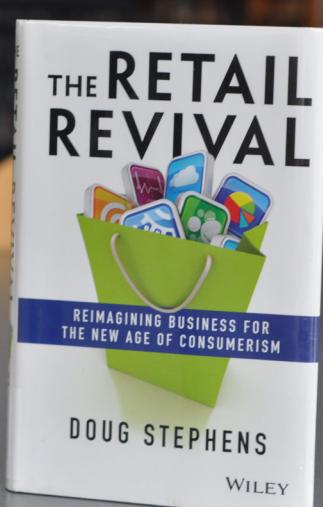
Whether your business is specifically retail or whether global upheavals in consumer reality are of historical or psychological interest, The Retail Revival is a fascinating read not to be missed. With a unique perspective on how massive demographic and economic shifts coupled with technological and 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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