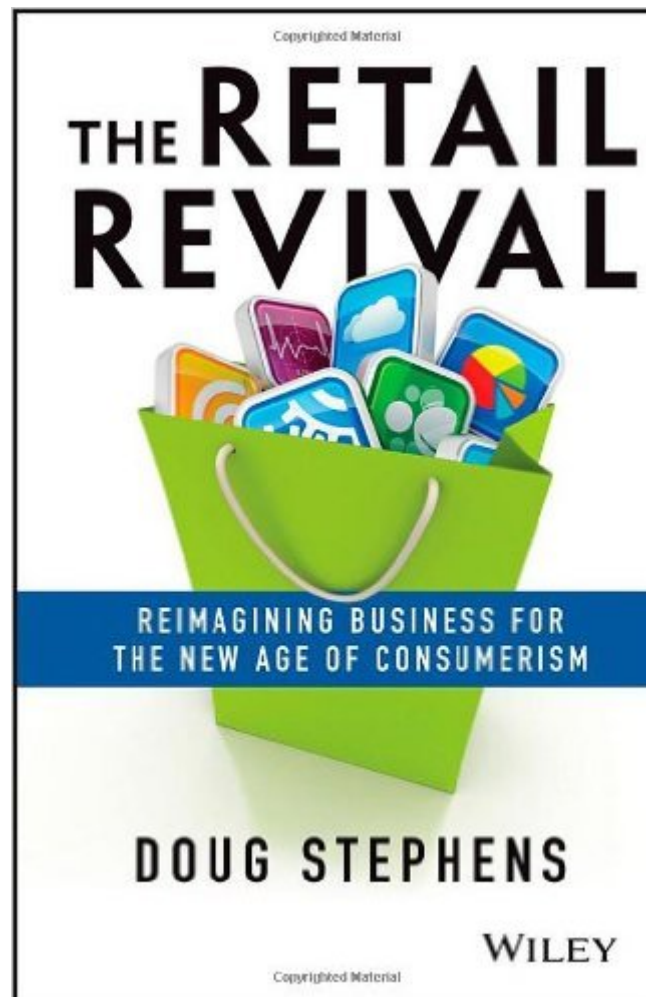


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The Retail Revival: Reimagining Business For The New Age Of Consumerism



Synopsis

Traditional retail is becoming increasingly volatile and challenged as a business model.

Brick-and-mortar has shifted to online, while online is shifting into pop-up storefronts. Virtual stores in subway platforms and airports are offering new levels of convenience for harried commuters.

High Street and Main Street are becoming the stuff of nostalgia. The Big Box is losing ground to new models that attract consumers through their most-trusted assistant—the smartphone.

What's next? What's the future for you—a retailer—who is witnessing a tsunami of change and not knowing if this means grasping ahold of new opportunity or being swept away? The Retail Revival answers these questions by looking into the not-so-distant retail past and by looking forward into a future that will continue to redefine retail and its enormous effect on society and our economies. Massive demographic and economic shifts, as well as historic levels of technological and media disruption, are turning this once predictable industry—where the average was king—into a sea of turbulent change, leaving consumer behavior permanently altered. Doug Stephens, internationally renowned consumer futurist, examines the key seismic shifts in the market that have even companies like Walmart and Procter & Gamble scrambling to cope, and explores the current and future trends that will completely change the way we shop. The Retail Revival provides no-nonsense clarity on the realities of a completely new retail marketplace—realities that are driving many industry executives to despair. But the future need not be dark. Stephens offers hope and guidance for any businesses eager to capitalize on these historic shifts and thrive. Entertaining and thought-provoking, The Retail Revival makes sense of a brave new era of consumer behavior in which everything we thought we knew about retail is being completely reimaged. Praise for The Retail Revival • It doesn't matter what type of retail you do—if you sell something, somewhere, you need to read Doug Stephens's The Retail Revival. Packed with powerful insights on the changing retail environment and what good retailers should be thinking about now, The Retail Revival is easy to read, well-organized and provides essential food for thought. • Gregg Saretsky, President and CEO, WestJet • This book captures in sharp detail the deep and unprecedented changes driving new consumer behaviors and values. More importantly, it offers clear guidance to brands and retailers seeking to adapt and evolve to meet entirely new market imperatives for success. • John Gerzema, Author of Spend Shift and The Athena Doctrine • The Retail Revival is a critical read for all marketing professionals who are trying to figure out what's next in retail | Doug Stephens does a great job of explaining why retail has evolved the way it has, and the book serves as an important, trusted guide to where it's headed next. • Joe Lampertius SVP, Shopper Marketing, Momentum Worldwide and Owner, La Spezia Flavor

Market â œDoug Stephens has proven his right to the moniker â ^Retail Prophet.â  With careful analysis and ample examples, the author makes a compelling case for retailers to adapt, change and consequently revive their connection with consumers. Stephens presents actionable recommendations with optimism and enthusiasmâ just the spoonful of sugar we need to face the necessary changes ahead.â • â Kit Yarrow, Ph.D., Consumer Psychologist; Professor, Golden Gate University; Co-Author, Gen BuY: How Tweens, Teens and Twenty-Somethings are Revolutionizing Retail â œDoug Stephens doesnâ t just tell you why retail is in the doldrums, he tells you why retail is a major signpost for the larger troubles of our culture and provides a compelling, inspiring vision for a future of retailâ and business, and society.â • â Eric Garland, author of Future Inc.: How Businesses Can Anticipate and Profit from Whatâ s Next

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Customer Reviews

The Retail Revival is a great book to understand the social, demographic, technological and economic trends that are changing the world in the last 30 or 40 years from the perspective of someone who is in businesses that deal with the general public. It is not a how to book, but a book that presents ideas and concepts that are used (or misused) by marketing and retail professionals and how they have been impacted by the current state of things like, social media, internet, demographics...One of its key ideas is that what is happening in the current Developed World Economy is not only caused by the recent economic crisis, but is the product of a series of changes:- some technological, like the brutal explosion in information available to consumers and the new media where consumers can post their opinions and impact marketing actions in

unexpected ways.- others are demographical in nature, like the quantity of households of single people, single parents and so on.- the new internet retailers with new capacities regarding their ability to understand their customers through their systems (like here!)- the destruction of valuable blue collar positions by outsourcing to poor countries and increase the income inequality. In summary, economic power is changing hands...(from Walmart to) the big retailers are becoming history. New organizations are being born and becoming successful as the generations of customers are changing. (The baby boomers are retiring...) It is a book to get new insights and improve your vision on what is changing that impacts your business. Doug Stephens not only analyses the recent past, but also identifies some of the new directions that retail companies should look into to create their new future.

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