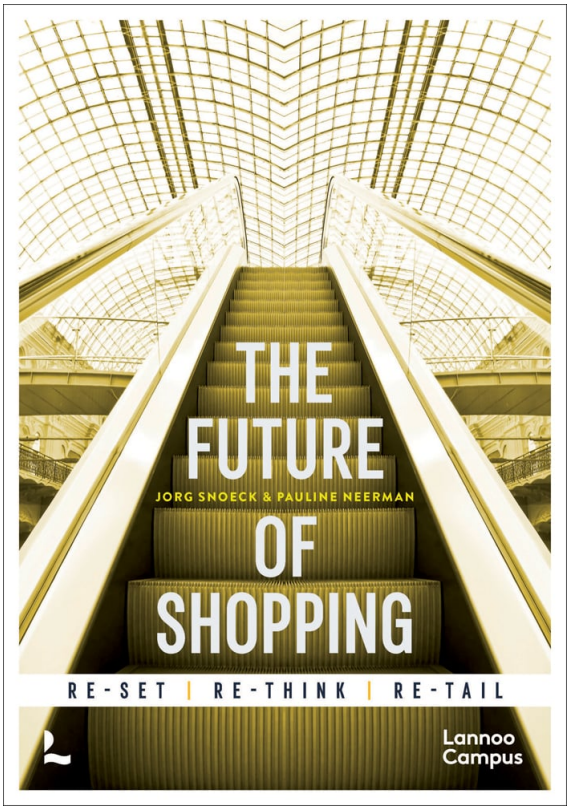
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The Future of Shopping

2nd edition

Jorg Snoeck

Pauline Neerman

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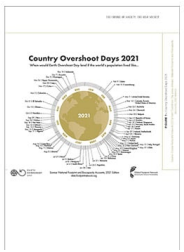
- A revised and updated edition of the Management Book of the Year (2018)
- Provides a framework for adapting your brand to the consumer of today and tomorrow

The award-winning retail handbook, *The Future of Shopping: Where Everyone is a Retailer* (2018 Management Book of the Year) is back in a new, updated edition. Since it was first published, we have experienced a pandemic, a digitisation race, and the bankruptcy of numerous iconic shops. This one crisis year has meant more turnaround for the trade sector than an entire decade. This book addresses a new perspective on globalisation, and the pressing questions of what brands and merchants must do to survive in this new retail landscape.

Jorg Snoeck is the founder of RetailDetail, a leading communication and network platform for retail and FMCG (Fast-Moving Consumer Goods) professionals in the Benelux, and the driving force behind the RetailHub knowledge and inspiration centre, where people can gain a deeper understanding of the future of the retail shopping trade. He is an internationally renowned keynote speaker and co-author of *The Future of Shopping*, the 2018 management book of the year. **Pauline Neerman** is an editor at RetailDetail and has been writing about retail trends and innovations for over a decade.


THE FUTURE OF SOCIETY:
The risk society




Country Overshoot Days 2021

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