



# The Future of Shopping

Where Everyone is in Retail

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- A framework for adapting your brand to the consumer of today and tomorrow
- Customer is king - and competitor

Traditional retail is no more. It has been rendered obsolete by developments in economy, demography and technology in particular. The internet has taken over the role of retail with its massive possibilities in distribution of products. Anyone can open a store today, from producers attempting to sell their products without any intermediaries to consumers themselves. The traditional consumer has turned to worldwide retail platforms to buy products they can afterwards easily sell themselves through social media. *The Future of Shopping* opens up a window into these trends and evolutions, offers insight into their catalysts, and lays out a framework for adapting your brand to the consumer of today and tomorrow.

Jorg Snoeck is an entrepreneur and founder of "Retail Detail". Jorg is the founding father of "The Loop", a retail experience platform setting out to offer a complete simulation of the future of shopping. "The Loop" attracts thousands of international visitors every year. Pauline Neerman is chief editor at "Retail Detail".