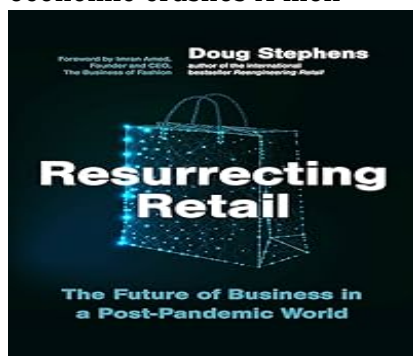


Resurrecting Retail: The Future of Business in a Post-Pandemic World By Doug Stephens From two time international best selling author and futurist Doug Stephens Resurrecting Retail is not just a riveting story of the unprecedented crash of an industry during this time of crisis but a roadmap for its rebirth. Meticulously researched in real time from inside the crisis Resurrecting Retail provides a comprehensive and surprising vision of how COVID 19 will reshape every aspect of consumer life including the very essence of why we shop. Above all Resurrecting Retail provides an inspirational and actionable future vision for any business leader looking not only to survive but to thrive in a very different looking post pandemic retail world.

Doug Stephens is one of the world's foremost retail industry futurists, His intellectual work and thinking have influenced many of the World's best known retailers agencies and brands including Walmart Google IKEA Burberry and LVMH: Few crises in modern history have so completely disrupted every aspect of daily life as has the COVID 19 pandemic: What began as a small medical ripple in Wuhan China a city many of us had never heard of quickly erupted into a tsunami of epic proportions: Every market industry vertical profession service and category of product was in some way rocked by its impact: And for the first time in recorded history every wheel cog and gear in the global retail industry ground to a virtual halt: Resurrecting Retail: The Future of Business in a Post-Pandemic World Doug Stephens latest book Resurrecting Retail is undoubtedly the best book on the future of retail I have read, After first laying out the possibility of monolithic all powerful ecosystems such as dominating our lives he lays out his vision of forging a new future, Exciting archetypes with their own exciting stories to tell extraordinary businesses that will put culture entertainment and remarkable products in the centre of all their customer's lives: We have the choice of whether we embrace this opportunity and rethink and resurrect our beloved retail industry to create something infinitely better and brighter. If we retreat to the status quo and hide in the past squandering the opportunity we have as many have we already see the direction we are destined for. If however we are courageous and we embrace a sense of purpose and excitement the pandemic will represent the beginning of a new generation of brilliant and creative retailers. I know which direction I'm going in Who is with Doug? I certainly am: Eloquent brilliantly researched and I have no doubt as everprophetic, It was well written X men Great ti keep one ahead of curve and a road map through economic crashes X men



.It is our choice to embrace that exciting future. An amazing read. X men I throughly enjoyed reading this book