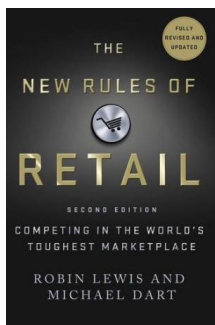


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THE NEW RULES OF RETAIL: COMPETING IN THE WORLDS TOUGHEST MARKETPLACE



Palgrave MacMillan Trade. Hardcover. Book Condition: New. Hardcover. 272 pages. Dimensions: 9.7in. x 6.5in. x 1.2in. In The New Rules of Retail, industry gurus Robin Lewis and Michael Dart explained how unprecedented consumer power, enabled by technology and globalization, is revolutionizing retail. They warned that survival in these dynamic times called for a business model based on three distinct competencies: preemptive, perpetual distribution; a neurological customer connection; and total control of the value chain. In the years since that book...

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