



'An essential survival guide for retailers'

PETER PRITCHARD, CEO, Pets at Home

REINVENTING RETAIL

**THE NEW
RULES THAT
DRIVE SALES
AND GROW
PROFITS**



IAN SHEPHERD

Praise for *Reinventing Retail*

'Reinventing Retail is THE wake-up call that the industry needs. The message is clear – if companies do not grasp that they have to design every part of their organisation with the customer in mind, they will die. However, it does not need to be that way – Ian offers a definitive set of practical actions and insight that can help retailers thrive and grow in these turbulent times.'

**Dr Geraint Evans, award-winning CMO,
academic researcher and writer**

'Ian Shepherd combines a far-sighted analysis of the changing commercial landscape with a practical set of options for today's retailers. Not just an essential read, but an invigorating toolbox of solutions.'

**Philip Downer, Managing Director,
Calliope Gifts; former CEO, Borders UK**

'Ian brings decades of experience in customer strategy to this book.'

**Clare Iles, Independent CRM and
Customer Engagement expert**

'Don't want to end up as a footnote in retail history? Then you have to understand how to operate in the "new normal". Ian Shepherd's solution is to cut through changes in technology, consumption, markets and customers to build agile and responsive organisations that do not just survive, but thrive. An easy-to-read blueprint that helps retailers capitalise on strengths and avoid being trapped by weaknesses - it helps you think through strategy and then supports you in execution. A must-have for anyone in retail who wants to do more than just survive in today's volatile market - use this and you should be able to work out how to thrive.'

**Professor Christopher Bones, Dean Emeritus,
Henley Business School; Professor Emeritus,
Alliance Manchester Business School;
Chairman, Good Growth**

Reinventing Retail

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