



Praise for
The Shopping Revolution

***How Successful Retailers Win Customers
in an Era of Endless Disruption***

Barbara E. Kahn



“A brilliant analysis of the disruptive effect that Amazon is having on the retail industry and how stores can fight back in order to survive.”

—**Walter Loeb, *Forbes***

“Barbara Kahn has captured what is at stake for those of us who serve customers: As retailers compete for their attention, their expectations will continue to increase, and meeting—not to mention exceeding—their expectations will become an ever-higher bar that many will fail to reach. Fortunately, in *The Shopping Revolution*, Kahn reveals what has enabled today’s most successful retailers to thrive in the face of these challenges. An essential read for anyone who wants to keep pace with their customers and anyone who wants to understand the massive changes underway in retail.”

—**Neil Blumenthal, co-CEO and co-founder, Warby Parker**

“In *The Shopping Revolution*, Barbara Kahn zeroes in on how a few formidable retailers have gained ascendance and offers advice to retailers on how to develop their own winning strategies. This is relevant for anyone who wants to compete with the retail superpowers of today and earn loyal customers. How retailers and brands engage with customers is undergoing a profound transformation and *The Shopping Revolution* provides a thoughtful framework on how to innovate in the new world of retail.”

—**Oliver Chen, Managing Director, Cowen and Company**

“As Barbara Kahn powerfully argues, it is possible to compete in the era of rapidly changing shopping behavior. In *The Shopping Revolution*, Kahn dissects the strategies of leading retailers and offers powerful examples of how success can be achieved. A must-read for anyone who aspires to reach customers today—and tomorrow.”

—**Marc Lore, CEO, Walmart eCommerce US**

“A masterful storyteller, Barbara Kahn expertly unpacks the strategies of today’s seemingly unbeatable retailers. In the process, she shares their successes and failures and offers easy-to-implement takeaways. *The Shopping Revolution* is an indispensable guide for anyone who has a product to sell in the retail world.”

—**Stuart Weitzman, Founder, Stuart Weitzman LLC**

“*The Shopping Revolution* is a comprehensive and fascinating read on the challenges facing retailers in these disruptive times. Sharing the stories of successful companies, Barbara Kahn offers a framework to structure strategic thinking and set the path for success. Highly recommended for anyone who wants to understand how to compete in retail—now and in the future.”

—**Pierre-Yves Roussel, Member of the Executive Committee, LVMH (Louis Vuitton - Moët Hennessy)**

“*The Shopping Revolution* is ideal for those who want to gain insight into the dynamically changing retail industry. This great read covers the mechanics at play in a straight-forward manner and will help readers understand the direction retailers must take to succeed.”

—**Al Sambar, Managing Director, Kurt Salmon, part of Accenture Strategy**

“The disruptive forces bearing down on retailers leave little room for error. Yet those very forces have created a vibrant marketplace filled with opportunities. In her new book, *The Shopping Revolution*, Barbara E. Kahn reveals how leading retailers are generating strong growth and offers strategies for competing in an ever-shifting marketplace. I highly recommend *The Shopping Revolution* to anyone who wants to understand the changes in retail and learn how to outperform the competition.”

—**Thomas Kingsbury, CEO, Burlington Stores**

wdp.wharton.upenn.edu/book/shopping-revolution/

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