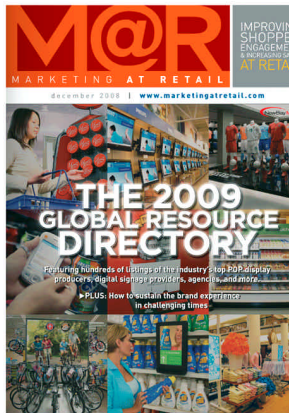


## imperative press



article title

Managing Retail Evolution in an Era of Economic Challenge

publication

Marketing at Retail Magazine (U.S)

issue date

December 21<sup>st</sup> 2008

weblink

[www.marketingatretail.com](http://www.marketingatretail.com)

author

Laura Davis Taylor

## article synopsis

**As we begin 2009 planning, consumers are demanding more from retailers and retailers are being pressured to crack down on spending.** We're at a crossroads regarding "what's next" and many retailers face a very challenging year ahead. We ask our stable of retail experts and industry stars to dive into some possibilities for not just surviving this climate, but building market share.

To read the article in full in nextbook format, click the link below:

[http://www.nextbook.com/nextbooks/newbay/mar\\_200812/](http://www.nextbook.com/nextbooks/newbay/mar_200812/)

## Contact

For all press and commercial enquiries, please contact Chris Heap

tel: +44(0)7712 897236

email: [chris.heap@imperativegroup.com](mailto:chris.heap@imperativegroup.com)

web: [imperativegroup.com](http://imperativegroup.com)

skype: chris.heap (UK/London)

