



Store Wars: The Worldwide Battle for Mindspace and Shelfspace, Online and In-store

Greg Thain, John Bradley

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The sequel to the highly successful *Store Wars: the battle for mindspace and shelfspace* published in 1995. The new edition will retain all the strengths of the old book including a comprehensive and complex approach to the consumer & retail market and the interaction between FMCG retailers and manufacturers. The book will be thoroughly revised and updated and will consist of 4 main parts:

- A section on leading FMCG companies and brands (such as Coke, P&G, Unilever, Nestle, L'Oreal etc.), their marketing and branding strategies in the western markets (USA, Western Europe: UK, France, Germany and others).
- A section on leading retailers (Wal-Mart, Tesco, Carrefour etc.), their developments and expansion over the last 10 years.
- A section describing the interaction between retailers and manufacturers, including competition for end-consumers, trade marketing.
- A section covering the Emerging Markets—the retail landscape in the major developing economies, results of the expansion of major FMCG brands and western retail chains, challenges related to distribution and FMCG marketing in those countries.

The book will also discuss the impact of the Global Crisis on the consumer and retail markets as well as predictions and prospects for the future.

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