

(Free pdf) Shoppportunity!: How to Be a Retail Revolutionary

## Shoppportunity!: How to Be a Retail Revolutionary

*Kate Newlin*

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**Kate Newlin : Shoppportunity!: How to Be a Retail Revolutionary** before purchasing it in order to gage whether or not it would be worth my time, and all praised Shoppportunity!: How to Be a Retail Revolutionary:

1 of 1 people found the following review helpful. A worthwhile read while drivingBy luckyfeetHighly informative, have listened to it 2 times. Most of what the author says is on target but her views on Costco, specifically, are somewhat confusing. As Costco is nothing like other membership shopping clubs. She cited Giant jugs of mayo for example, but when I think Costco I see mostly high end products at excellent value. My regular items include organic milk, organic apples, organic ground beef, fresh bread that rivals the corner bakery, great prescription eyewear (I have saved thousands of dollars there), passport photos, great price on meds. Patio furniture of commercial strength, modern barstools that are 33 inches high, barcaloungers, I could go on and on. My 2 favorite retailers are and Costco. If I can't find it at Costco or then I just don't need it.0 of 0 people found the following review helpful. Compelling, superb reporting, incisive analysisBy Robert TaraschiYou know from the start the Kate Newlin's Shoppportunity is going to

focus on a large human canvas. One of the many joys of this book is the humanity with which Newlin explores the rise and fall of retail organizations as well as the talents of the people who work and thrive within them. It should be a hit with anyone interested in understanding the important interplay between what we buy, how we buy, where we buy it and society. Retail organizations are no different than other organizations, in that they are living, adapting organisms. Individuals serve as parts of all organizations. As individuals develop, mature, and die, organizations have their own life cycles. Some organizations live for a short period of time, others for hundreds and even thousands of years. The question is why. Organizations, like individual life is finite and timed: there is a natural course for each. However, there are times when individuals as well as organizations fall not as a result of having finished their natural life, but because they were not able to transform at the right time as part of their development. Newlin's journey inside the box of big box stores reveal how we may again be on the cusp of an enormous change. It is comparable to what a physician can see in a patient. Even a physician needs a physician for health maintenance because every organism has a blind spot about itself. It is through an understanding of the dynamics of an organization - its history and identification of the forces for change that conflict with the present situation - that can lead through conflict, not around it. In a personally provocative chronicle, Kate Newlin gives us the feeling of actually being there during the heyday - in another time, in the stores and in the minds of customers and proprietors alike. Her time and effort researching the book, her personal journey through it, result in fluency with her topic and a fluency of writing that makes the reading almost effortless. 0 of 0 people found the following review helpful. If You Shop, You Must Read This Book! By MARK DIMASSIMO You can often discover a powerful idea by the polarizing reaction that greets it. Kate Newlin's Shopportunity has already put a lot of necks out of joint, including at least one presumably long, pale one at the Wall Street Journal. I suppose you could say that you're going to make more than a few enemies going after Walmart. But that alone doesn't get at what is so deeply disturbing to more than a few folks about Newlin's charming, sophisticated, erudite and appropriately innocent manifesto. Newlin sees a joyous ritual shattered by obsession, compulsion and some giant corporations that benefit from encouraging our addictive behaviour. We didn't like hearing it about alcohol, drugs, sex, cigarettes, gambling or food -- but we've come to accept that the addiction hypothesis does have a lot to say about the way many of us behave with regard to those substances and rituals. And now Newlin suggests that bargains and cheap, two gallon jars of pickles, can equally lead to robotic dehumanization, sucking the joy out of what can be a meaningful exploration of the artifacts of human ingenuity, craft, art and technology. An suddenly, denial isn't just a river in Africa once again! All I can say is that you will understand America and the world better by reading this book, you will understand yourself better too. You'll appreciate shopping more, and what it can be, which is, to Newlin, no less than an art form. What gorillas are to Goodall, boutiques are to Newlin. Does that bug you and feel politically incorrect? I can understand that. But to me, it's beautiful and inspiring as it is surprising. And it's important too, because these places are habitat to a species that means a lot to me and you: the human species. And Newlin has something important, inspiring, studied and deeply felt to say about that species. And by the way, it's a lot of fun too.

Today's shopping culture is turning the shopper into a zombie; and the thrill of the hunt into the robotic management of inventory. We are in danger of losing a resonant personal ritual, replaced by the boring habitual. For millions of us, the sizzle of a daily shopping experience has devolved into a relentless acquisition of the okay, available, and cheap. Why are we willing to pay \$3.50 for a latte at Starbucks, but bristle at a 10-cent increase in the price of toothpaste? Why do we drive miles out of our way to buy a bag of 100 razor blades for 50 cents less than at our local store, and then spend \$3.99 on a tub of pretzels that we don't need? We're wasting our time and money at the cost of our patience and good will. In Shopportunity! — a manifesto-cum-expose; — marketing expert Kate Newlin looks behind the aisles of our best-known retailers to reveal that the dopamine rush of getting a good deal is confusing shoppers' wants with their needs. Packed with perceptive reporting, Shopportunity! provides an insider's view of how marketers create a brand and the overwhelming power of retailers to interfere with the transformational joys that great brands bring to our daily lives. It is time for shoppers to revolutionize their shopping experience and take the power away from retailers. One generation of marketers has hooked three generations on the addiction of price promotion, and it has wreaked havoc on our waistlines, credit ratings, and life experience. From Wal-Mart to Macy's, Ralph Lauren, Whole Foods, and the Home Shopping Network, Newlin reveals what the world's leading retailers really know about us, and what it takes to kick the addiction to getting the best deal possible. Culminating in a Shopper's Bill of Rights, Shopportunity! will liberate shoppers; as well as the manufacturers and retailers who serve them; from the tyranny of the cheap.

From Publishers Weekly The title suggests an acerbic anticonsumerist rant, but marketing consultant Newlin is entirely serious: she wants readers to rediscover "shopping's enduring allure." Decrying the "Big Box obsession with massive quantities of cheap goods," she urges consumers to shop for the right things for the right reasons at the right places; to buy from family-owned merchants that offer pleasant environments for both shoppers and workers. Few readers will be surprised when Newlin visits a dreaded Wal-Mart and finds it "a loud, boisterous, difficult place to shop" with an "essential sadness." But the reason she wants retailers to stop offering discounts and consumers to stop

buying products in bulk isn't to create a more just society; it's so we'll be happier with what we buy. Newlin argues that we get little satisfaction out of buying cheap, because "we suspect it's not quite as good"—though anyone who loves outlet shopping will be more than a little skeptical. It doesn't help that much of the book is a confusing assemblage of anecdotes and musings. But there are some useful insights for consumers, retailers and manufacturers, and some readers will certainly strive to see shopping as an experience that "should thrill the senses." (Sept.)

Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. Today's shopping culture is turning the shopper into a zombie—and the thrill of the hunt into the robotic management of inventory. We are in danger of losing a resonant personal ritual, replaced by the boring habitual. For millions of us, the sizzle of a daily shopping experience has devolved into a relentless acquisition of the okay, available, and cheap. Why are we willing to pay \$3.50 for a latte at Starbucks, but bristle at a 10-cent increase in the price of toothpaste? Why do we drive miles out of our way to buy a bag of 100 razor blades for 50 cents less than at our local store, and then spend \$3.99 on a tub of pretzels that we don't need? We're wasting our time and money at the cost of our patience and good will. In *Shoppportunity!*—a manifesto-cum-expose—marketing expert Kate Newlin looks behind the aisles of our best-known retailers to reveal that the dopamine rush of getting a good deal is confusing shoppers' wants with their needs. Packed with perceptive reporting, *Shoppportunity!* provides an insider's view of how marketers create a brand and the overwhelming power of retailers to interfere with the transformational joys that great brands bring to our daily lives. It is time for shoppers to revolutionize their shopping experience and take the power away from retailers. One generation of marketers has hooked three generations on the addiction of price promotion, and it has wreaked havoc on our waistlines, credit ratings, and life experience. From Wal-Mart to Macy's, Ralph Lauren, Whole Foods, and the Home Shopping Network, Newlin reveals what the world's leading retailers really know about us, and what it takes to kick the addiction to getting the best deal possible. Culminating in a Shopper's Bill of Rights, *Shoppportunity!* will liberate shoppers—as well as the manufacturers and retailers who serve them—from the tyranny of the cheap. About the Author Kate Newlin is the principal owner of Kate Newlin Consulting, where she works with Fortune 100 and entrepreneurial firms. Prior to that she was president of Faith Popcorn's BrainReserve, a trend-based marketing consulting firm. During her career, Newlin has consulted with scores of large and small companies, including Procter Gamble, Kraft, Nabisco, Waldenbooks, Title 9 Sports, Specialized Mountain Bikes, Johnson Johnson, WeightWatchers, and Godiva Chocolatier. She lives in New York City.