

Grocery Revolution The New Focus On The Consumer

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Although not the primary text used in class, the Grocery Revolution provides a comprehensive view of the grocery business. It thoroughly discussed the marketing mix (product, price, place, and promotion). Although the book covers everything very well, it tends to become very repetitive, with the same examples cited over and over.

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She is the author of the The Shopping Revolution: How Successful Retailers Win Customers in an Era of Endless Disruption (Wharton Digital Press), Global Brand Power: Leveraging Branding for Long-Term Growth and a co-author of Grocery Revolution: The New Focus on the Consumer, a book that chronicled the dramatically changing supermarket industry and outlined how consumers make choices within the supermarket.

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She has published more than 75 articles in leading academic journals. She co-authored Grocery Revolution: The New Focus on the Consumer, and authored Global Brand Power: Leveraging Branding for Long-Term Growth, and The Shopping Revolution: How Successful Retailers Win Customers in an Era of Endless Disruption.

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