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Whether you're a business with an online presence considering a move into physical retail, or an established retail brand looking to create some buzz, The Pop-Up Paradigm will teach you: The 7 most important ways that your brand can benefit from a

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educating and
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customer is often
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retail is going via
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For either new or mature brands, The Pop-up Paradigm provides suggestions on how to create that pop-up experience. Great for Inspiration & Initial Exploration of the Pop-up Idea. The

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Pop-up Paradigm provides an entertaining, short overview of the potential benefits of a pop-up brand for the reader who may have heard of a pop-up, but needs more information to consider a pop-up as a worthwhile investment.

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enthusiastic
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engaging case
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The retail strategist
Melissa Gonzalez is

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responsible for a
range of successful
pop-ups for
businesses such as
Ariana Huffington,
Marc Jacobs and J.
Hillburn, and she
has the answer. In
her book The Pop
Up Paradigm: How
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explains how the
use of temporary
retail can generate
customer loyalty,
test innovative
concepts,
understand new
markets and so
forth.

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However, pop-up stores can be used for more than just selling products, they can also be used to engage with customers, educate them, and most importantly learn what they want. Create An Experience: One of the main concepts that come with pop-

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Ups, on the
customer-facing
side, is the creation
of an experience.
Beyond a fun party
with possibility of
special guests, pop-
ups allow
customers to learn
about a brand, and
feel like they are
“in the know.”

Why Your Pop-Up

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In this episode
Melissa Gonzalez
takes a deep dive
into her book, The
Pop Up Paradigm,
where she reveals
how businesses

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can build real connections with their customers. In her book, Gonzalez describes how businesses can use temporary products to generate customer loyalty, understand new markets, and test innovative concepts.

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Connections in a
Digital Age Melissa
discusses how
companies can use
temporary retail to
generate customer

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loyalty, understand
new markets, test
innovative
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CEO of The

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Continually
pushing the
boundaries of
experiential retail,
Melissa Gonzalez is
an award-winning

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innovator,
seasoned
visionary, and
brand storyteller.
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One female
founder whose
fingers are firmly
on the pulse of
current and
upcoming retail

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trends is Melissa
Gonzalez, founder
of the Lion'esque
Group, retail
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**5 Retail Trends
That Will Shape
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Alongside Melissa
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answers. How do
these halloween
costume pop-up
stores suddenly
appear?

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Gonzalez explains
how companies
can use temporary
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customer loyalty,

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most important
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ways that your
brand can benefit
from a pop-up ;
why educating and
empowering the
customer is often
the best marketing
tool ; where retail

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is going and how to stay ahead of the curve ; and what to consider when launching a pop-up.

Find out how to get in on the booming pop-up scene
PopUp Republic:
How to Start Your Own Successful Pop-Up Space,

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Shop, or
Restaurant is your
comprehensive
guide to the new
world of pop-ups.
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dives into the
details of the pop-
up industry,
offering you a first-
hand glimpse at
pop-up success
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anecdotes, and
case studies.
Additionally, if you
have the
entrepreneurial
spirit and want to
embark on your
own pop-up
journey, this
forward-thinking
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guide to launching
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Based upon a

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wealth of
experience and
knowledge, this
book shines a
spotlight on the
differences
between the pop-
up industry in the
United States and
Europe, discusses
the tools you need
to create a
successful pop-up,
defines what,

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exactly, a pop-up
is, the costs and
benefits of the pop-
up business model,
the permits,
insurance, and
licenses that are
needed to run a
pop-up, and more.
A \$50-billion
industry, pop-ups
have become key
features of the
business landscape

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in cities around the
world. From retail
shops to
restaurants, a wide
range of customer-
facing enterprises
are embracing the
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and operation of a
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is changing retail,

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Successful Pop-Up
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Restaurant takes a
close look at the
emerging pop-up
industry—and at
the ways in which
this industry is

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offers an academic
perspective on the
trend of 'pop-up'
retailing. It
analyzes this
temporary retail-
oriented setting

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designed to foster a direct customer-brand interaction for a limited period, often with an explicitly promotional or communicative purpose. Adopting a managerial approach, it explores the use of pop-up retailing as a means of

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facilitating
strategic growth by
retail brands. In
addition, it draws
on theory from
retail store
environments and
atmospherics,
customer
experience
management and
event management
to provide an in-
depth academic

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analysis of the
planning and
implementation
issues arising from
the inherent
ephemerality of
pop-up activities to
achieve the
strategic objectives
of retail brands.
The authors
provide an
overview of the
entire pop-up

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lifecycle using an
organizational
schema that is split
into four sequential
stages: strategic
objectives, pre-pop-
up, actual pop-up
experience, and
the post pop-up
stage. The key
decision areas and
activities
incorporated in
each of these

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stages are also
outlined.

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Ephemeral stores,
also known as pop-
up stores, have
existed since the
beginning of trade
between
consumers. They
appeared in city
centres, villages or
other convenient
places where they

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proposed an offering and then disappeared as soon as its offering was wearied. This is a very similar experience to the current phenomenon; ephemeral stores appear unannounced and disappear without notice or can

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morph into
something else.
Brands adopt these
stores because of
the array of
benefits they
present and their
characterizing
features.
Consumers, on the
other hand, are not
only positively
reactive to
ephemeral stores,

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they actively demand these novel, engaging, satisfying or beneficial stores more than ever as they provide them with constant change and surprise. Focusing on ephemeral retailing, this book aims to provide a clear

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Understanding of
what it is, how it
developed and why
it gained
importance in
today's busy retail
scene. As many
brands are
adopting
ephemeral stores
into their
distribution
channels or using
them as unique

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touchpoints, this book proposes a categorization of ephemeral retailing, explaining different ephemeral store vocations based on different brand strategies and objectives. With many professional opinions about ephemeral stores

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and a body of
academic research
developing, this
book aims to
combine all
knowledge about
the topic into one
concise
publication: it
clarifies,
consolidates and
creates a clear
understanding
about the topic of

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ephemeral retailing
that will inform
future research
and activity. The
book is written for
academics,
students and retail
professionals with
an interest in
relevant fields such
as retail marketing
and management,
brand
management and

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Often described as the "hottest" retail phenomenon, ephemeral retail concerns the growth of pop-up stores as a new mode of retailing. These temporary stores "pop-up" without notice, quickly attract

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crowds, then
disappear or morph
into something
else. Although they
share similarities
with traditional
physical stores and
online stores,
ephemeral stores
outshine existing
retail formats as
they have many
unique and
differentiating

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characteristics.
These stores are
becoming more
popular among
distribution
channels as they
offer exclusive and
surprising retail
experiences. Many
established brands
have already
integrated these
new points of sale
into their

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distribution
channels, while
other brands are
adopting them to
raise
communication,
awareness, sales or
just for
experimentation.
This phenomenon
is finding its place
amongst retailers
not only for its
efficiency and

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effectiveness but
also for its unique
impact, providing a
sense of novelty
that makes it
particularly
attractive to
postmodern
consumers seeking
hedonic
experiences. This
concise text
introduces all
aspects of this

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growing
phenomenon and
contextualises it
within existing
channels of
distribution. It
explores brand
atmospheric
interventions that
are designed to
affect customer
emotions,
behaviours or
experiences, as

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well as practices
retailers adopt to
build relationships
with their
customers. It will
be of interest to
scholars and
advanced students
in retail marketing
and branding.

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minimise impact
from Tai Sui,
warding off villains
(theft, gossip,law
suits), averting
disasters such as
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sitting facing the
bad directions. This
book contains
Health, Wealth
,Career,
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predictions for 12
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Rat, Ox, Tiger,
Rabbit, Dragon,
Snake, Horse,
Sheep, Monkey,
Rooster, Dog and
Boar. Additionally,
each month you
will get to know the
energy of each
sectors in your
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What is attention?
How does it go
wrong? Do
attention deficits
arise from genes or
from the
environment? Can
we cure it with
drugs or training?
Are there disorders
of attention other
than deficit
disorders?The past

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decade has seen a
burgeoning of
research on the
subject of
attention. This
research has been
facilitated by
advances on
several fronts: New
methods are now
available for
viewing brain
activity in real
time, there is

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expanding
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can be isolated and
their functions
identified, analysis
of the component
processes included
under the broad
umbrella of
"attention" has

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increasingly
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sophisticated, and
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ingenious methods
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have been devised
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for measuring
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typical and atypical
development of
these processes,
from infancy into
childhood, and
then into
adulthood. In this
book, Kim Cornish

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and John Wilding
are concerned with
attention and its
development, both
typical and
atypical,
particularly in
disorders with a
known genetic
etiology or
assumed genetic
linkage.
Tremendous
advances across

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seemingly diverse
disciplines -
molecular genetics,
pediatric
neurology, child
psychiatry,
developmental
cognitive
neuroscience, and
education - have
culminated in a
wealth of new
methods for
elucidating

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disorders at
multiple levels,
possibly paving the
way for new
treatment options.

Cornish and
Wilding use three s
pecific-yet-

interlinking levels
of analysis: genetic
blueprint

(genotype), the
developing brain,
and the behavioral-

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cognitive outcomes (phenotype), as the basis for charting the attention

profiles of six well-documented neuro developmental disorders: ADHD, autism, fragile X syndrome, Down syndrome, Williams syndrome, and 22q11 deletion syndrome. Their

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overarching aim in this book is to provide the most authoritative and extensive account to date of disorder-specific attention profiles and their development from infancy through adolescence.

From the award winning author of

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Fiction series that
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fans of The
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Children serves up
an adventurous
bounty of first
contact, genetic
engineering, and

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artificial
intelligence while
providing a
reverential nod to
golden age
masters such as
Robert A. Heinlein
and Larry Niven.

◆◆◆◆ In 2004,
Doctor Damien
Howard's one-
hundred thirty-first
birthday
celebration took an

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unexpected turn.
His personal SETI
project detected an
extraterrestrial
signal directed at
Earth.
Unfortunately, Dr.
Howard's long
hoped for
communication
contained a
message of dire
warning rather
than greeting. In

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1945 humanity had become a species of galactic interest, and was given one-hundred years to address the issue. Now in 2045, only months remain before humanity's grace period expires and the world mourns the passing of a titan.
Damien Howard

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lies dead. Only his
security officer,
Misha Sokolov and
artificially
intelligent agent,
Coleman are aware
of Earth's
impending
deadline.
Meanwhile, in
Nairobi, Kenya,
Charlotte Omandi
prepares to
address luminaries

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gathered for her
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forever when
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reaches out to her
from beyond the
grave. She is the
first born of
Howard's Children,
nine genetically
enhanced humans

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who hold the key
to Earth's
salvation. Charlotte
must assemble a
crew capable of
demonstrating
both faster-than-
light travel and the
wisdom required to
join a galactic
community. As
humanity's leaders
become aware of
the impending

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threat, massive forces attempt to impede Omandi and her nascent crew. Despite Damien's gifts of wealth, technology, and genetic superiority, his children face daunting challenges as they race against an armageddon clock

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set to strike on July
16, 2045. By that
day, humanity will
either shift its
paradigm or perish.
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