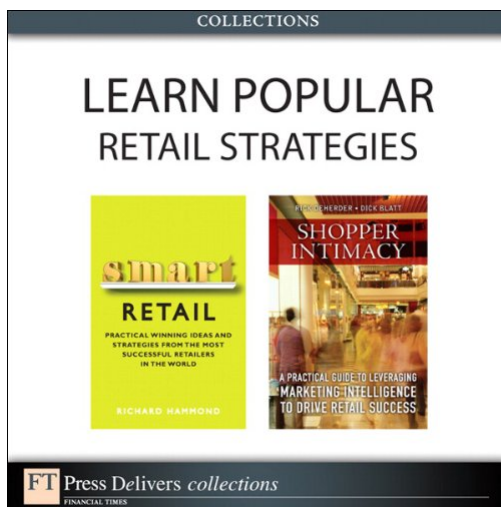


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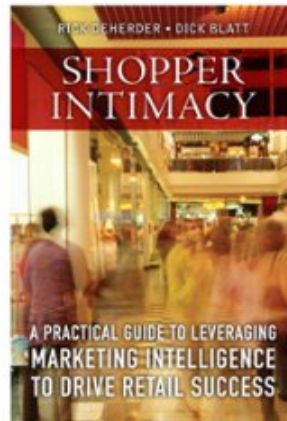
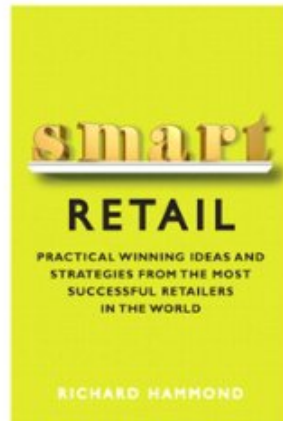
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About the Author

Richard Hammond is proud to call himself a retailer: He has more than 25 years of experience and still gets a buzz from it every day.

He has developed a practical problem-solving approach to creating great retail experiences. His consultancy business put this into practice for clients ranging from convenience stores in Kazakhstan, fashion brands in Sweden, to big stores and brands in the UK.

Rick DeHerder was the founder of Array, a leading designer and manufacturer of fixtures and displays, with operations in North America and China and a network of strategic partners around the world. Prior to founding Array in 1999, Rick spent 24 years in both brand marketing as Executive Vice President at Mattel, and in the retail industry at Sears, working in the stores, regional offices, and headquarters. This broadbased experience gives him unique insight into the challenges of retail marketing at all levels.

Dick Blatt is the president of Planar World Consulting. He served as the CEO of POPAI—The Global Association for Marketing at Retail, for 17 years. In this role, he was called upon to author articles and deliver presentations around the world on the subject of marketing at retail, its future, and its trends. He was also selected to provide The Center for Association Leadership with two case studies of excellence for going global and reinventing the association. During his tenure, one of the association's primary strategic goals was to integrate the marketing at retail medium in the strategic marketing mix. The association also expanded to include 20 country chapters, with an organizational presence on every populated continent.

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