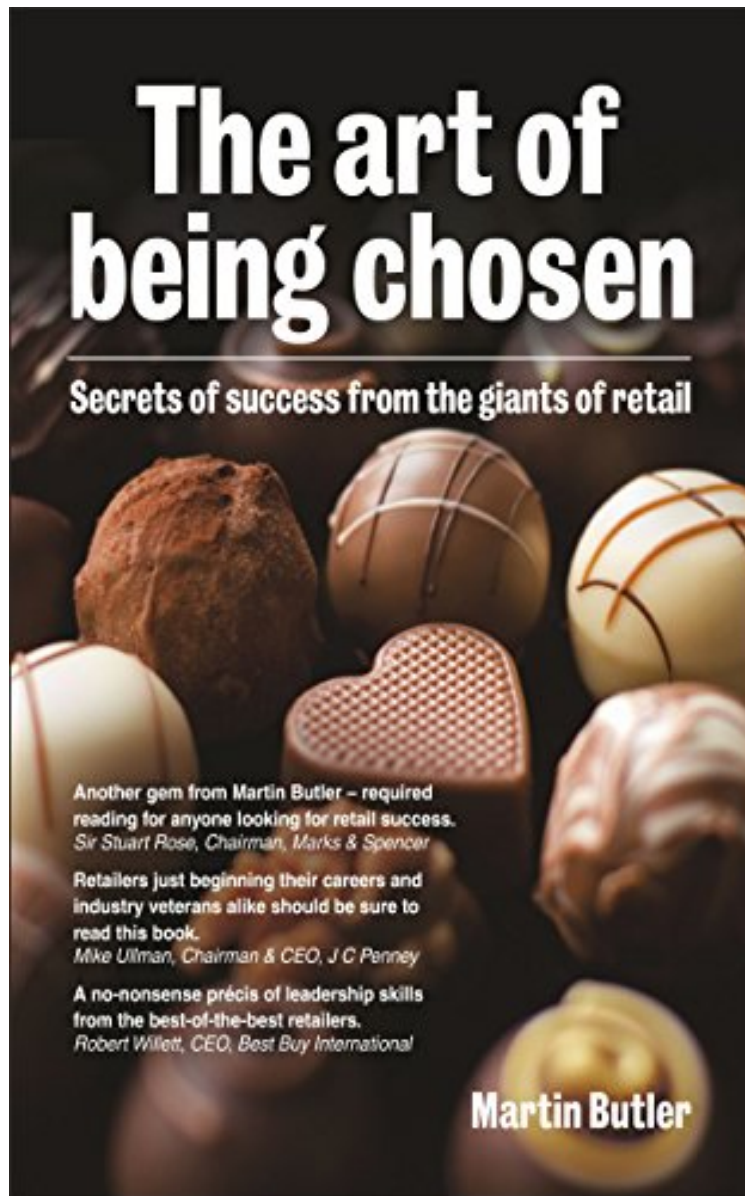


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## The Art of Being Chosen

*Martin Butler*

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**Martin Butler : The Art of Being Chosen** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Art of Being Chosen:

Intimately affecting the lives of everyone on the planet, retail is the world's largest business. But what does it take to be truly successful in this highly competitive and cut-throat arena? Face to face, Martin Butler interviewed nearly 100

of the world's most successful retail bosses and now takes you behind the scenes of their victories. From New Zealand to New York, China to Cape Town, this ground-breaking book delivers extraordinary access to some sensationally big thinking from the biggest names in retail including: Wal-Mart, Carrefour, Tesco, Macy's, MS and Starbucks. This robust and exhaustive two-year research programme has led Martin to identify six guiding principles for retail success; no matter how large or small a retail business may be. From Aldo to Zara, this revolutionary book includes 54 easily digestible case studies, packed full of insight and innovation. To thrive, retailers must look to establish a competitive edge. This book will show them how.

This book is like getting the world's leading retailers to help you run your shop...A" Ian Cheshire, CEO of Kingfisher Worldwide  
About the Author  
During a 30-year career in retail advertising and marketing Martin Butler has worked in top international agencies including the Grey and Saatchi Saatchi networks. In the 1980s he became one of London's youngest advertising agency owners by launching his own company, which he then built into one of the largest privately owned advertising marketing groups in the UK. He has now sold his company but continues to run workshops on his books as well as lecturing and speaking at international conferences and events around the world.