



Retail Rebranded: Twenty-Seven Secrets of Market Leaders

Angie Bell

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'Finally, a frog who knows how to put retail back on the map!'

Retail Rebranded lets you in on the secrets big retailers don't want you to know in 5 key steps of how to reassess, reposition, rename, redesign and relaunch your brand to capture market share and compete in the contemporary global economy. It pushes you to adapt your business and starts a fire in your belly that makes you want to win against the big guys. Revolutionising the irrelevant business models of the past, this is an action-packed, engaging and easy-to-read retail bible that will put your brand back on the map!

This book is filled with sage advice that will help Australian retail business get ahead an incredibly competitive marketplace. Angie Bell is right, small businesses are the lifeblood of our economy – it is not the size of a business that matters anymore, but the way the business approaches the new economic reality with creative solutions to modern day challenges.

Joe Hockey – Treasurer, Commonwealth of Australia

Since 2010, Angie has been the key driver for our Visual Merchandising project for 120 stores with amazing results. Our stores have had increases in category sales up to 60% in some cases due to the layout and in-store direction she has given. I have no hesitation in seeking her advice or recommending her services.

Mark Sutton-General Manager, Paint Place Group of Stores, Australia

Inspiring and informative! A timely aid for the sector and a must read for every retailer.

Trevor Evans-CEO National Retail Association (NRA)



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