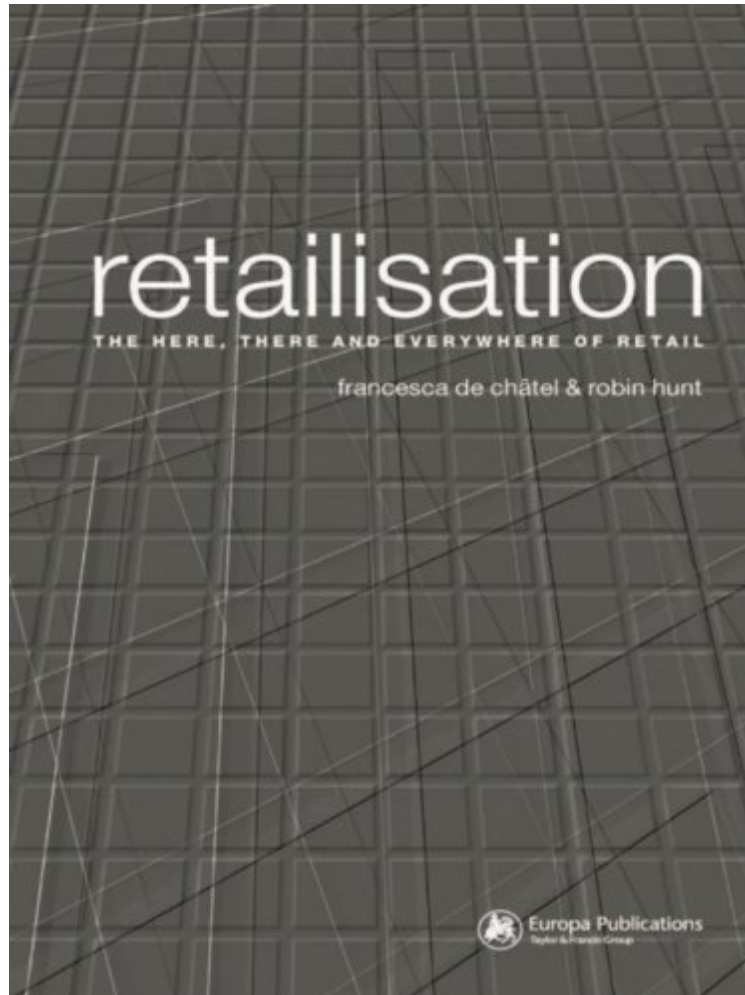


[Mobile book] Retailisation: The Here, There and Everywhere of Retail

Retailisation: The Here, There and Everywhere of Retail

Francesca de Chacirc;tel, Robin Hunt
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Francesca de Chacirc;tel, Robin Hunt : Retailisation: The Here, There and Everywhere of Retail before purchasing it in order to gage whether or not it would be worth my time, and all praised Retailisation: The Here, There and Everywhere of Retail:

Investigates the current state of selling, whether this is groceries, politicians, information or motorcars. Unlike any other phenomenon, retailization reflects the complexity and diffusion of information processes and the media in the online market. The authors explore the all-pervasive nature of retail in the physical world, the virtual world and the peripheral spaces in between. Coverage includes: interviews with Asda, MOMA, the Tate Modern, Wal-Mart, Sony, Habitat, Manchester United and Volkswagen, while Bill Mitchell, Dean of Architecture at MIT, architects Jon Jerde, Rem Koolhaas and Ben van Berkel, as well as David Peek, psychologist behind the Bluewater Shopping Mall, are all

individually interviewed.