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“I think the Lori Schafer / Bernie Brennan combination lends a tremendous amount of credibility to the recommendations that every retailer should take to heart.”

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Executive Director  
Shop.org, NRF's Digital Division



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## Learn how to become a brand leader through exciting digital channels with Brennan and Schafer's *Branded!*

Today's technology-savvy consumers are constantly using social media to share their views—often from their phones from a store aisle—of a retailer's quality, products, pricing, and services. Bernie Brennan and Lori Schafer show retailers how to “get inside customers' heads” as a result of this new digital method of listening and engaging with consumers. Brimming with reviews of retailers who have embraced the “culture to consumer” approach to their business and fully leveraged the potential of social media and mobility, *Branded!* highlights superstars of the social world, including: Starbucks, Zappos, Wet Seal, Macy's, 1-800-Flowers.com, JCPenney, Pizza Hut, and Best Buy.

**List price:** 29.95 **ISBN:** 978-0-470-76867-9

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**BERNIE BRENNAN** is a consultant and investor in retail-related technology. He has over thirty years in the retail industry, with seventeen of them as chairman and CEO of Montgomery Ward, Sav-A-Stop Inc., and Household Merchandising. Brennan is a former Chairman of the National Retail Federation and earned the Gold Medal Award as Retailer of the Year.

**LORI SCHAFER** is the Executive Advisor for Retail at SAS Institute. She was CEO of Marketmax, Inc., prior to its acquisition by SAS in 2003 when she became Vice President of SAS Global Retail. She serves on the board of directors of several retail and technology companies as well as the National Retail Federation.