



## Retail Superstars: Inside the 25 Best Independent Stores in America

By George Whalin

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**Retail Superstars: Inside the 25 Best Independent Stores in America** By George Whalin

### How small, one-of-a-kind businesses can break through among giants

Megachains like Walmart, Starbucks, Home Depot, and The Gap attract Americans to thousands of outlets by offering a large selection of goods and services. But this doesn't mean that independent stores can't compete with the big guys-and win. Retail expert George Whalin identifies and explores twenty-five highly popular and profitable independent stores from around the country. Unlike the mom-and-pops of yesteryear, these businesses embrace technology and innovation, generate word of mouth, and turn their size into an advantage. They include:

- ABC Carpet and Home in New York City
- Powell's City of Books in Portland, Oregon
- The Junkman's Daughter in Atlanta
- Jungle Jim's International Market in Fairfield, Ohio

Readers will be inspired by how these independent stores are thriving and take away lessons they can apply to their own businesses.

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# Retail Superstars: Inside the 25 Best Independent Stores in America

*By George Whalin*

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### Editorial Review

#### Review

I simply love *Retail Superstars*! While it is an incredible collection of great stories of wildly successful independent retailers, the truth is that a chain-store CEO or a regional director, or a training or accounting department boss, can learn invaluable lessons from these pages. Bravo to George Whalin for a superb job! --Tom Peters, business guru and bestselling author

George Whalin's passion for retailing shines through on every page of this terrific book, as he takes readers on a magical tour of the twenty-five greatest independent retailers in America. If you're in retail, *Retail Superstars* is must reading. If you're not, you're going to love the ride. ---Bo Burlingham, editor at large, *Inc.* magazine; author of *Small Giants: Companies That Choose to Be Great Instead of Big*

What a great service George Whalin has provided to the retail industry! As only he could do, Whalin is raising the bar on all retailers everywhere. Now takes his challenge: make your store the 'distinguishable and remarkable' twenty-sixth superstar! ---Patricia M. Johnson and Richard F. Outcalt, cofounders, The Retail Owners Institute(R)

#### About the Author

**George Whalin**, founder of Retail Management Consultants, died on January 10, 2012, of complications from chemotherapy. He had advised retailers and manufacturers for more nearly 25 years. Prior to his consulting career, he spent 25 years as a store manager, owner, and retail executive. He lectured widely and appeared frequently in the media.

### Users Review

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**Charlie Bowers:**

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