



Help retailers differentiate on experience (rather than price) and gain competitive advantage through holistic understanding of consumers and how they want to shop.

RetailCustomerExperience.com reports on news, events, trends and people in the retail customer experience industry; we cover a broad array of relevant topics including:

- Retail technology
- Consumer behavior & service
- Digital merchandising & signage
- Merchandising & display
- Employee training
- In-store media
- Kiosks & self service
- Loyalty programs
- Marketing
- Multichannel & online retailing
- Point-of-purchase
- Social media
- Store layout & design, and much more.

## EDITOR



JUDY MOTTL

Judy Mottl is an experienced editor, reporter and blogger who has worked for top media including AOL, InformationWeek and InternetNews. She's written everything from breaking news to in-depth trends.

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