

Retail Advisor

THE PARKER AVERY GROUP

Quarterly Newsletter

November 2010

Holiday Rush!

On behalf of the firm, I'd like to wish you a successful, prosperous and happy holiday season for your business.

If the National Retail Federation estimate of 2.3% revenue growth is accurate, we should have a solid quarter and strong close to the year.

I'd like to remind everyone that now is a good time to [set an appointment](#) with us at NRF's Big Show January 9-12 in New York City. If you're organizing a project or looking for a consulting partner, let's discuss how we can help you in 2011.

If you haven't registered yet, here is the link to the NRF Big Show conference:

<http://events.nrf.com/annual2011/public/enter.aspx>.

Lastly, I'm excited to announce the launch of The Parker Avery Group's new website with expanded search and thought leadership content. I believe our website is a great reflection on the scope of services we offer in merchandising, supply chain and customer experience. Thank you to all of our industry executive friends who provided input and gave us feedback.

Please visit our new site at <http://www.ParkerAvery.com> and send me your opinion or comments.

As always, if you have a challenge, don't hesitate to call.

Sincerely,



Mike Matacunas
Founder and CEO, The Parker Avery Group

THE
Parker Avery
GROUP

New Point of View

Store Operations

Corporate attempts to improve operating margins have slashed labor budgets while simultaneously placing added pressure on stores to execute more frequent promotional activities...

[Read more](#)

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Great Reads

- **Multipliers: How the Best Leaders Make Everyone Smarter** by Liz Wiseman
- **The Art of Innovation: Lessons in Creativity** from IDEO, America's Leading Design Firm by Tom Kelley

Firm News

- Our Retail Online Learning program is up and running. Click [\[here\]](#) to go to our Leadership Institute site.
- Download the Cross-Channel study we sponsored [\[here\]](#). Statistics about cross-channel investments and initiatives.