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Although not the primary text used in class, the Grocery Revolution provides a comprehensive view of the grocery business. It thoroughly discussed the marketing mix (product, price, place, and promotion). Although the book covers everything very well, it tends to become very repetitive, with the same

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examples cited over and over.

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She is the author of *The Shopping Revolution: How Successful Retailers Win Customers in an Era of Endless Disruption* (Wharton Digital Press), *Global Brand Power: Leveraging Branding for Long-Term Growth* and a co-author of *Grocery Revolution: The New Focus on the Consumer*, a book

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that chronicled the dramatically
changing supermarket industry and
outlined how consumers make choices
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articles in leading academic journals.

She co-authored Grocery Revolution:
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authored Global Brand Power:

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