

**For Immediate Release**  
**July 18, 2019**

**MEDIA CONTACT:**  
**Andrea Epstein: 919.855.5458**

**The Era of “The New Retail” Is Here: Michael Zakkour, Vice President of Asia Strategy at Tompkins International Releases New Book**

*Zakkour talks about today’s retail renaissance in [The New Retail: Born in China, Going Global](#).*

**Raleigh, NC** – At a time when it seems like the only thing most stores do well is close, and when the power of a brand is in question because the dominance of Amazon has made it feel like selling anywhere else is a lost cause. This is what Michael Zakkour, Vice President of Asia Strategy and Digital Commerce at [Tompkins International](#), claims is us being “on the cusp of a retail renaissance called the ‘New Retail’, the integration of online, offline, technology, entertainment, and logistics to make consumers happy and brands and retailers money.”

Forget two-day delivery, how about 20-minute delivery? Virtual reality makeup and apparel try-ons, gamified sampling and stores completely connected to the digital world—the New Retail is focused on retail-tainment.

In their newly released book, [The New Retail: Born in China, Going Global](#), Zakkour and co-author Ashely Dudarenok shed light on the future of retail and commerce in the West as it is already playing out in the East by explaining why the New Retail was born in China, how to profit from it there and what it means for brands, retailers and consumers as it is adopted globally.

According to the book, the New Retail is the leading edge of the ‘5 New’ of the digital industrial revolution, which also includes new technology, new finance, new supply chain, and new manufacturing, that have impacted every aspect of life in the way the that the Industrial Revolution did.

Zakkour also discusses how omnichannel is a zombie concept, and the New Retail is all about ‘unichannel’, the purpose of which is creating a consumer-first reality that is a win for them, brands and retailers. It’s about focusing on consumer joy by delivering the ‘4Cs’: consumer centricity, convenience, customization, and allowing for consumer contribution made possible by committing to the ‘4Us’: unichannel, unimarketing, unilogistics, and unitechnology.

“Michael’s new book is as prescient, relevant and thought-provoking as his first, *China’s Super Consumers*. It is the perfect guide for brands, retailers and manufacturers trying to navigate the road to success in the Digital Age,” said [Jim Tompkins](#), CEO, Tompkins International.

– more –

[Michael Zakkour](#) is the Vice President of Asia Strategy and Digital Commerce at Tompkins International. He has more than 20 years of experience in international market consumer, retail and digital strategy and is a thought leader on the New Retail, digital commerce and global consumption as the avatar for a new era of human existence. In addition to the U.S., his work has taken him and his clients to the frontlines of commerce, communications and production in China, Asia, Europe, and the Middle East.

### **About Tompkins International**

Tompkins International is a global supply chain consulting and implementation firm that maximizes supply chain performance that enables clients to be more profitable and valuable, while also becoming more agile, flexible, and adaptive to the marketplace. Tompkins collaborates with client teams to develop improved operations strategies, supply chain planning, and execution across all the Mega Processes of supply chains (PLAN-BUY-MAKE-MOVE-DISTRIBUTE-SELL). Tompkins is headquartered in Raleigh, NC and has offices throughout North America and in Europe and Asia. For more information visit: [www.tompkinsinc.com](http://www.tompkinsinc.com).

###