

## Paco Underhill

Founding President of Envirosell & Expert On Global Consumer Trends

**Why We Buy: The Science Of Shopping.** Based on his best-selling book, Paco Underhill reveals how to keep your changing customers and entice new and eager ones. Get fresh observations and important lessons from the cutting-edge of retail, including what retailers are doing right and what they're doing wrong—and how nearly every Internet retailer from iTunes to Amazon can drastically improve how it serves its customers. Plus, a guided tour of the most innovative stores, malls, and retail environments around the world—almost all of which are springing up in countries where prosperity is new.

**Global State Of Retail.** The world grows and changes every day, so does the State of Retail. The flexibility to adapt to tomorrow's changes comes from a solid footing today. Paco Underhill reveals the trends to watch to stay on the cutting edge, from changing consumers, communication, leadership issues, human behavior, and the retail tools of tomorrow.

**What Women Want.** The global marketplace is turning female friendly. Paco Underhill reveals why it is so important to serve women in the marketplace—what makes a product, space, or service female friendly, and why it matters.

### **Paco Underhill's Additional Speaking Topics, Include:**

- Retail Banking In The 21st Century
- The Future Of Travel
- The State Of Luxury Goods
- Convergence: On-line, Mobile Phone, Bricks, & Mortar
- The Crisis Of Market Research
- The Evolution Of The Mobile Phone
- Trends In Global Shopping Malls
- The Future Of Bread & Food Service
- Getting To The Modern Airport

In addition to discussing popular retail topics listed below, presentations can be custom-designed for each organization. They are as varied as his audience members. His relevant and informative messages have given trade associations, conference boards, and corporate retreats insightful information about the global state of retail from the world's foremost shopping anthropologist.