



## PRESS RELEASE

For Immediate Release  
(Sherman, CT)

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### **Emerald Lake Books releases “The Future of Omni-Channel Retail”**

*Discover how future shopping trends may impact your business*

As a business development and marketing consultant, Lionel Binnie has been fascinated by the impact e-commerce has had on brick-and-mortar retail businesses.

Over the past couple decades, he’s seen dramatic changes in what retail businesses must do to stay relevant, especially as Amazon has claimed more of the market share for various products and services. This trend has impacted retailers’ physical locations, shopping malls and business models. Retailers must either adapt to these changes or risk becoming obsolete.

The retail industry isn’t as simple as it once was, as Binnie demonstrates in the early part of his new book, “The Future of Omni-Channel Retail: Predictions in the Age of Amazon,” released on May 22, 2018.

Binnie examines the classic marketing frameworks in use for years, and proposes a new framework that blends together both product type and consumer shopping behavior. His framework consists of a two-axis model that allows users to accurately predict the type of shopping experience consumers will expect moving forward.

May 22, 2018



The retail industry is experiencing a state of rapid transition and many people in the consumer and retail spaces are trying to understand how this new future will impact their businesses. Binnie's book and his two-axis model provide them with the necessary tools to do so.

The two-axis model allows business strategists and executives, sales and marketing professionals, entrepreneurs and real estate developers to create suitable business development strategies for their unique products and services.

Binnie is the founder and CEO of MSource Ideas, a business development company that's been solving hard, B2B marketing problems in the consumer products and foodservice space since 2008.

When asked what motivated him to write the book, Binnie stated, "Having read numerous books, articles and blogs about e-commerce, its impact on legacy retail and the possible futures that could emerge, I was frustrated. I couldn't find the lucidity I was hoping for about how far e-commerce would likely encroach on brick-and-mortar retail. Or any clarity about the possible shapes and contours this \$5-trillion industry could take in the future."

"The Future of Omni-Channel Retail," published by Emerald Lake Books, is an attempt to achieve that clarity through sound reasoning and application of its principles.

After reading the book, Paco Underhill, author of "Why We Buy: The Science of Shopping," endorsed it by writing, "A well-distilled volume processing the past, present and future of consumption. Want a good quick read? It's right here."

Tara R. Alemany, Founding Partner of Emerald Lake Books, said, "From the first conversation I had with Lionel about his book, it was clear he had a depth of insight into marketing that others would benefit from. His book captures some of his best predictions of future retail trends, which will help retailers and consumer-facing businesses re-imagine how they do business to stay relevant in the Age of Amazon."

Based in Sherman, CT, Emerald Lake Books is a hybrid publishing company specializing in working with positive people who want to make a difference in the world, while building their business at the same time.

Emerald Lake Books has recently helped other authors, including Linda Lattimore, author of "Solutionaries," Dennis C. Miller, author of "A Guide to Recruiting Your Next CEO," Cheryl Marks Young, author of "Love Your Life," Marc Youngquist, author of "The 143rd in Iraq," Jack Stetson, author of "The Life and Times of the Great Danbury Fair," and John Suscovich, author of "Stress-free Chicken Tractor Plans," to craft

high-quality books that build a business and brand around their content and unique messages.

Books published by Emerald Lake Books have received numerous awards for cover design as well as book quality, each presenting excellent marketing and publicity opportunities for the authors and the businesses they represent.

By guiding authors through this process, Emerald Lake Books addresses the growing demand for customized publishing services geared toward helping busy authors reach their professional goals.

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**Press release distributed by Emerald Lake Books. To interview Lionel Binnie or for more information on “The Future of Omni-Channel Retail,” contact Paul Steinmetz at [Paul@EmeraldLakeBooks.com](mailto:Paul@EmeraldLakeBooks.com).**

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