

## The Man Who Didn't Know He Had a Brand

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In my DISTREE XXL keynote in Monaco, I share several entertaining stories about retail and brand experience.



Without ruining the surprises in the talk, here are some of the topics included...

First, the man who invented the STOP sign has a lesson for all of us. Next, off to the Middle East where you'll meet THE MAN WHO DIDN'T KNOW HE HAD A BRAND. Then a discussion of B8TA's significant new retail approach and the beginning of their international expansion.

We re-live Monster Cable's rise, fall and resurrection. And finally, we join Samsung's new retail store for Galaxy in Japan.

This short talk covers a lot of ground regarding retail innovation in our industry-- and then comes together in a conclusion about CE retail experience.

Go [THE MAN WHO DIDN'T KNOW HE HAD A BRAND & A FEW OTHER RETAIL STORIES](#)