



# Retailisation: The Here, There and Everywhere of Retail

*Francesca de Châtel, Robin Hunt*

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Investigates the current state of selling, whether this is groceries, politicians, information or motorcars.

Unlike any other phenomenon, retailization reflects the complexity and diffusion of information processes and the media in the online market. The authors explore the all-pervasive nature of retail in the physical world, the virtual world and the peripheral spaces in between.

**Coverage includes:**

interviews with Asda, MOMA, the Tate Modern, Wal-Mart, Sony, Habitat, Manchester United and Volkswagen, while Bill Mitchell, Dean of Architecture at MIT, architects Jon Jerde, Rem Koolhaas and Ben van Berkel, as well as David Peek, psychologist behind the Bluewater Shopping Mall, are all individually interviewed.



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