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Study) Chapter 6: The Case for Pop-Up Urbanism as a Tool to Vitalize Local Economies Chapter 7: Interview with an Urban Economic Development Professional About Pop-Ups Section 2: Becoming a "Poppreneur" Chapter 8: Are You a Good Candidate to Host a Pop-Up? Chapter 9: A Day in the Life of a Poppreneur Chapter 10: Choosing a Concept Chapter 11: Creating a Concept vs. Creating a Concept That Sells Chapter 12: What to Expect Chapter 13: How to Manage It All Chapter 14: The Day-to-Day Chapter 15: What Is Success? Chapter 16: Customers Section 3: The Execution Chapter 17: Pop-Up Shops Chapter 18: Interview with Greg Spielberg, Founder of Imagination in Space Chapter 19: Pop-Up Restaurants Chapter 20: Food Trucks Chapter 21: Interview with Jeff Wang, Owner of Yum Dum Food Truck Chapter 22: Fashion Trucks Chapter 23: Interview with Laura Layton, Owner of Tin Lizzy Fashion Truck Chapter 24: Pop-Up Spaces Chapter 25: Interview with Aaron Gadiel, Shopping Center Executive Chapter 26: Farmers Markets Chapter 27: Flea Markets Chapter 28: Yard Sales Chapter 29: The Ideal Pop-Up Customer: Why You Should Target Millennials Chapter 30: Case Study: The Launch of a Pop-Up Store Chapter 31: Pop-Up Checklist Section 4: What's Ahead Chapter 32: Reload, Fire, Aim Chapter 33: Interview with Shuchi Naidoo, Founder of 29 Calories Pop-Up Restaurant Chapter 34: Look Out! Here Come the Big Brands and Big Malls Chapter 35: Interview with Melinda Holland, SVP of Business Development for General Growth Properties Chapter 36: Interview with Patty Hirt, Retail Development for General Growth Properties Chapter 37: Pop-Ups: Why They Are Becoming Permanent Chapter 38: Pop-Ups and Baby Boomers: A Perfect Fit About the Author Index .

Sommario/riassunto

"PopUp Republic delves into the \$50-billion dollar pop-up industry and includes stories, examples, anecdotes, case studies and a how-to guide of how to create a successful pop-up. Based on Baras' broad experience and unparalleled knowledge, PopUp Republic covers all aspects of pop-ups, including an evaluation of the U.S. vs. European/world pop-up markets; tools needed to create successful pop-ups; what constitutes a pop-up; the costs and benefits of pop-ups; what permits, insurance and licenses are needed to open a pop-up; and much more. More than just an A-to-Z guide on how to launch and operate a successful pop-up, PopUp Republic shows how pop-ups are disrupting the retail, dining and entertainment industries in this country and around the world"--
