



Retail Superstars: Inside the 25 Best Independent Stores in America

George Whalin

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How small, one-of-a-kind businesses can break through among giants

Megachains like Walmart, Starbucks, Home Depot, and The Gap attract Americans to thousands of outlets by offering a large selection of goods and services. But this doesn't mean that independent stores can't compete with the big guys-and win. Retail expert George Whalin identifies and explores twenty-five highly popular and profitable independent stores from around the country. Unlike the mom-and-pops of yesteryear, these businesses embrace technology and innovation, generate word of mouth, and turn their size into an advantage. They include:

- ? ABC Carpet and Home in New York City
- ? Powell's City of Books in Portland, Oregon
- ? The Junkman's Daughter in Atlanta
- ? Jungle Jim's International Market in Fairfield, Ohio

Readers will be inspired by how these independent stores are thriving and take away lessons they can apply to their own businesses.

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