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Melissa Gonzalez takes the time to explore how pop-ups have worked for other businesses along with guidance on whether a pop-up is for you in The Pop-up Paradigm. The Pop-up Paradigm Shows Why Your Business Should Pop-up. The Pop-up Paradigm is definitely a quick read with only 117 pages. Gonzalez begins by exploring the evolving relationship between customers, technology, and businesses.

## **The Pop-up Paradigm: A Cure for Brick and Mortar Business ...**

“The Pop-up Paradigm,” has examples of pop-up concepts and successes strewn throughout in order to give real credence to the ideas. Most of these are from examples of pop-ups that Gonzalez and the Lion’esque Group have worked on. We know firsthand that Gonzalez knows her stuff.

## **Why Your Pop-Up Will Not Fail: The Pop-Up Paradigm ...**

In her book The Pop Up Paradigm: How Brands Build Human Connections in a Digital Age, she explains how the use of temporary retail can generate customer loyalty, test innovative concepts, understand new markets and so forth.

## **Speaker Melissa Gonzalez - Books - The Pop Up Paradigm**

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THE POP-UP PARADIGM. In a world where the relationship between brands and consumers is becoming more and more transactional, how can businesses build real, human connections with their customers? Melissa Gonzalez, the retail strategist responsible for dozens of successful pop-ups from companies like Marc Jacobs, Ariana Rockefeller and J.Hilburn, has the answer.

## **Melissa's Book. The Pop-Up Paradigm. | TLG**

Development & Alumni Relations. Events. The Pop Up Paradigm: How Brands Build Human Connections in a Digital Age. The Pop Up Paradigm: How Brands Build Human Connections in a Digital Age Melissa discusses how companies can use temporary retail to generate customer loyalty, understand new markets, test innovative concepts, etc. <https://www.smeal.psu.edu/alumni/events/the-pop-up-paradigm-how-brands-build-human-connections-in-a-digital-age> <https://www.smeal.psu.edu/@@site-logo/logo.png>

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## **Our Founder: Melissa Gonzalez | TLG**

The pop-up paradigm: They may not last for long but temporary shops are here to stay. 1/2 popupshops.jpg. A pop-up vintage shop on Brick Lane. Getty. 2/2 pg-36-pop-up-reuters.jpg.

## **The pop-up paradigm: They may not last for long but ...**

One female founder whose fingers are firmly on the pulse of current and upcoming retail trends is Melissa Gonzalez, founder of the Lion'esque Group, retail strategist, and author of The Pop-Up...

## **5 Retail Trends That Will Shape 2020 And Beyond**

"The bus was visual and out of the box," said Melissa Gonzalez,

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author of the book "The Pop-Up Paradigm: How Brands Build Human Connections in a Digital Age" (Lionesque Media, 2014).  
"And it showed..."

## **Pop-Up Stores Thrive in a World of Failing Retailers - The**

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Eventbrite - The Paradigm Project presents Paradigm Project: Dallas Pop-Up - Sunday, January 5, 2020 | Tuesday, January 7, 2020 at Aaron Family Jewish Community Center of Dallas, Dallas, Texas. Find event and ticket information.

## **Paradigm Project: Dallas Pop-Up Tickets, Sun, Jan 5, 2020**

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According to Pop Up Republic, a marketing support company that caters exclusively to pop-up shops, a "pop-up is a shop, a restaurant, a collection of shops, or an event that opens quickly in a...

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Check out the schedule for Dallas Paradigm Project Pop-Up Dallas JCC - See the full schedule of events happening Jan 5 - 7, 2020 and explore the directory of Speakers & Attendees. Sched.com Conference Mobile Apps

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Madonna's only faux pas seems to be outstaying her welcome and refusing to shrink away from the limelight like scrap metal, which, at the end of the day, is very New York.

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