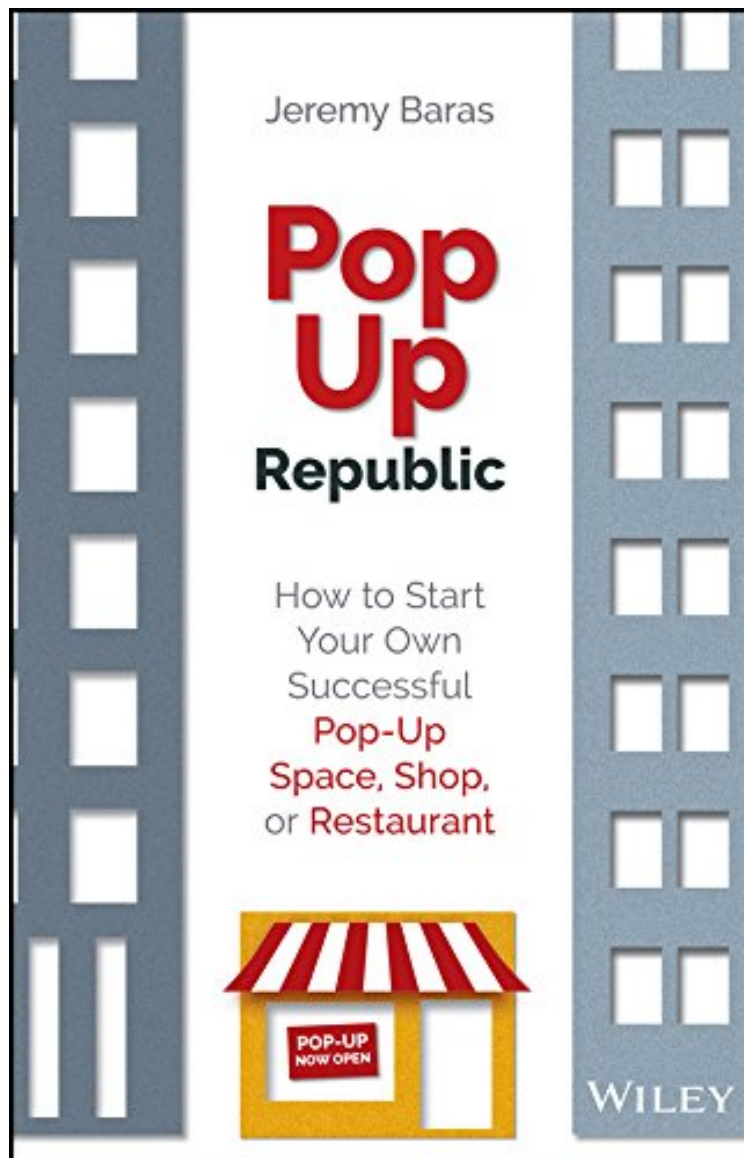


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PopUp Republic: How to Start Your Own Successful Pop-Up Space, Shop, or Restaurant

Jeremy Baras

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Jeremy Baras : PopUp Republic: How to Start Your Own Successful Pop-Up Space, Shop, or Restaurant

before purchasing it in order to gage whether or not it would be worth my time, and all praised PopUp Republic: How to Start Your Own Successful Pop-Up Space, Shop, or Restaurant:

0 of 0 people found the following review helpful. Tips and ideas you may not have thought of!By Michelle DunnI am

not done with this book but am loving it!!! I have run a successful pop-up art shop in the past and am planning another one so bought this book to see if I could get any more ideas or tips for having a successful pop-up shop. I found so many great ideas in here - so much helpful information. Have a notebook and pen ready to take notes as you read this book. 1 of 1 people found the following review helpful. Must read! By Elizabeth A. Must have for people considering starting this type of entrepreneurial venture! Bought this book to learn about what is involved with opening a pop-up store. I wanted to gain an added sense of whether it would be wise to keep things flexible short-term. The book covers nuts and bolts how-to elements as well as interviews with pop-up entrepreneurs. All very helpful. Just long and through enough. I did not want to have to plow through dense details unrelated to my particular situation. Instead, it was an easy read. In one day of reading I got the main points I was looking for. 0 of 0 people found the following review helpful. Four Stars By Tamara H. The book had great info, help and ideas on pop up shops. Well written. A quick read.

Find out how to get in on the booming pop-up scene PopUp Republic: How to Start Your Own Successful Pop-Up Space, Shop, or Restaurant is your comprehensive guide to the new world of pop-ups. This fresh text dives into the details of the pop-up industry, offering you a first-hand glimpse at pop-up success through stories, examples, anecdotes, and case studies. Additionally, if you have the entrepreneurial spirit and want to embark on your own pop-up journey, this forward-thinking resource features a guide to launching your own pop-up. Based upon a wealth of experience and knowledge, this book shines a spotlight on the differences between the pop-up industry in the United States and Europe, discusses the tools you need to create a successful pop-up, defines what, exactly, a pop-up is, the costs and benefits of the pop-up business model, the permits, insurance, and licenses that are needed to run a pop-up, and more. A \$50-billion industry, pop-ups have become key features of the business landscape in cities around the world. From retail shops to restaurants, a wide range of customer-facing enterprises are embracing the pop-up trend. Follow the launch and operation of a successful pop-up, and learn from the experiences of other entrepreneurs Analyze case studies that shed light on the successes and challenges that pop-ups have faced Leverage expert guidance in building your own pop-up business model Identify how the pop-up industry is changing retail, dining, and entertainment industries on a global level PopUp Republic: How to Start Your Own Successful Pop-Up Space, Shop, or Restaurant takes a close look at the emerging pop-up industry—and at the ways in which this industry is disrupting traditional business models to make room for innovative entrepreneurs.

From the Back Cover Your A-to-Z Guide for Successfully Entering the \$50-Billion-a-Year Pop-Up Industry From food trucks to farmers' markets, pop-up businesses are everywhere. This specialized business model has taken traditional industries by storm, and today pop-ups do \$50 billion in sales every year. All indications are that the trend is poised to continue, with more and more pop-ups catering to consumers who want to shop locally. PopUp Republic is your guide to getting involved in this lucrative movement. Author Jeremy Baras is CEO of one of the most successful pop-up marketing firms in existence. Here, he shares his secrets to help you build a pop-up shop that will get people talking. With the examples, case studies, checklists, and guidance in PopUp Republic, you'll learn: How to balance the costs and benefits to build a successful pop-up, step by step What counts as a pop-up business in the restaurant, retail, and entertainment industries Where in the world pop-up markets are the strongest, and where they're poised to grow Which permits, insurance policies, and licenses apply to pop-ups How to implement your concept and manage day-to-day operations With pop-ups, the possibilities are near endless: turn your hobby into a profitable business, create buzz around a new product launch, build a customer base within your community, or revitalize an area economically. PopUp Republic is the one-stop resource for becoming a "poppreneur" and mastering the cost-effective business model that is quickly becoming a global phenomenon. "The book offers a new generation of entrepreneurs a first-hand account of new venture creation and development, including clear guidance and reflection on the processes, research, challenges, rewards, and impacts. As a young entrepreneur, Jeremy is truly a role model for others by sharing his wisdom and passion to promote an entrepreneurial mindset and creative endeavors in this country." — Kathleen Liang, PhD Professor of Entrepreneurship and Applied Economics, University of Vermont