

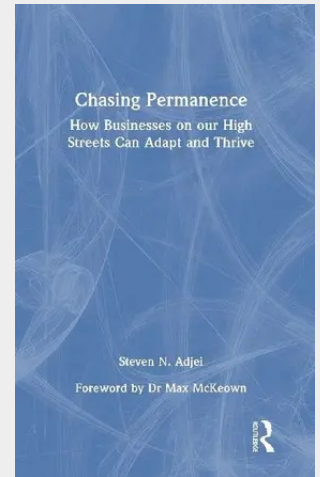
Adjei

Chasing Permanence

How Businesses on our High Streets Can Adapt and Thrive

The UK's High Streets are at a tipping point: 13,500 businesses close each year, mirroring trends in the US and parts of Europe. Nevertheless, some shining exceptions continue to thrive. This book explores these success stories and demonstrates how High Street businesses can prosper. While many reports cite external influences, this book focuses on how High Street businesses can drive their own lasting success. True Permanence may seem an unreachable ideal, yet this book outlines seven mindsets, five determinants, and four strategies necessary for a lasting, ethical, and sustainable business. Owners, managers, policymakers, researchers, entrepreneurs, and employees and customers of brick-and-mortar businesses will discover insights and models for a strategy that leverages community and fosters long-term success.

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