



Raincoast Books

SPRING 2021

FIGURE 1

This edition of the catalogue was printed on November 24, 2020.

To view updates, please see the Spring 2021 Raincoast eCatalogue or visit www.raincoast.com

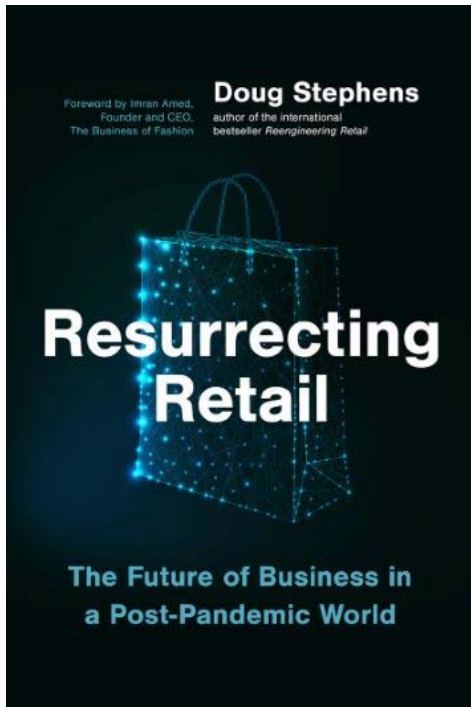


Figure 1



Resurrecting Retail

The Future of Business in a Post-Pandemic World
by Doug Stephens

From international best-selling author and futurist Doug Stephens, *Resurrecting Retail* is not just a riveting story of the unprecedented crash of an industry but a roadmap for its rebirth.

Few crises in modern history have so completely disrupted every aspect of daily life as the Covid-19 pandemic. Every market, industry, profession, service, and category of product was in some way rocked by its impact.

Researched in real time from inside the crisis, *Resurrecting Retail* provides a comprehensive and surprising vision of how it will reshape every aspect of consumer life, including the very essence of why we shop. Above all, it provides an inspirational and actionable future vision for any business leader looking not only to survive but thrive in a very different post-pandemic retail world.

Praise for *Reengineering Retail*

"Retail is no longer linear - it doesn't live in a protected tower - and it's arguably facing its greatest disruption ever! Doug Stephens' latest book, *Reengineering Retail*, shines the spotlight on the new ecosystem, one that feeds off innovation, the redefinition and refinement of customer experience, authenticity, value, excitement and experimentation. Doug's book challenges us to look at disruption more than by assuming that one form of retail will win over another - simply put, the book forces us to understand the power of personalization and customer engagement - the lifeblood of our new retail world."

- **Diane J. Brisebois**, President & CEO, Retail Council of Canada

"Doug Stephens paints (...)

Author Bio

Founder of the global advisory firm Retail Prophet, Doug Stephens is of the world's foremost retail industry futurists, thought leaders and business influencers. His intellectual work and creativity have shaped the strategies of many of the world's best-known retailers, agencies and brands, including IKEA, Walmart, Estee Lauder, BMW and Google.

Prior to founding Retail Prophet, Doug spent over 20 years in the retail industry, holding senior international roles including the leadership of one of



Figure 1
On Sale: May 4/21
6 x 9 • 256 pages
9781773271439 • \$36.00 • cl
Bus & Econ / Industries / Retailing

Notes

Promotion



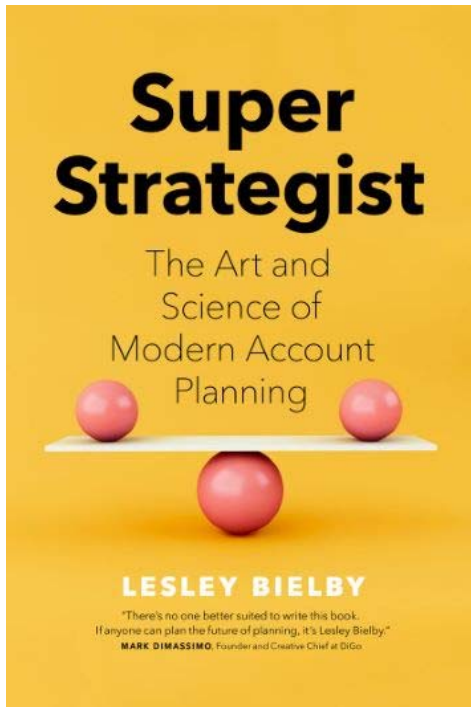


Figure 1

On Sale: May 4/21

9 x 6 • 240 pages

9781773271477 • \$36.99 • cl

Bus & Econ / Strategic Planning

Notes

Promotion

Figure 1

Super Strategist

The Art and Science of Modern Account Planning

by Lesley Bielby, foreword by Douglas Atkin

Super Strategist: The Art and Science of Modern Account Planning is the only modern guide to advertising's arguably most vital discipline, that has been written with the passion of someone who's found their calling and the wisdom of an industry veteran who is still actively leading strategy in a large, modern, full-service agency. Super Strategist is full of practical advice for newcomers and usable strategies and insights for experienced planners, or anyone with an interest in the discipline. Readers will find clear outlines of the role of account planners within an agency, including step-by-step plans to achieve success with clients large and small: how to conduct modern consumer research, develop and implement the creative brief, use data skillfully to protect and improve great work, and use all of these tools and more to influence the feather in the planner's cap - the customer journey. Whether it's called account planning, brand planning, strategic planning, or creative strategy, the goal is the same: to inspire brilliant work that is backed by rigor and data. Creative is still king, but in today's fractured markets clients need to know their multi-million-dollar campaigns are supported by up-to-the-minute research and data-driven insights. Account planners ensure, as Douglas Atkins puts it in the foreword, that the work is idea-led, but consumer-informed. To find that perfect balance of art and science, the successful account planner is "X-shaped": experienced in digital, social, communications and brand strategy, comfortable in creative and quantitative disciplines - a Super Strategist who is the fulcrum of any successful agency.

Author Bio

Lesley Bielby is a thirty-year veteran of the UK and US advertising industries, having spent equal thirds of her career in London, NYC and Boston. She was one of the third waves of "British Planners" to bring the discipline of Account Planning to a US agency in 1998. She is Chief Strategy Officer at Hill Holliday, where she runs a large department of future-ready, X-shaped strategists, analysts and researchers. She lives in the North Shore of MA with her husband and three children.



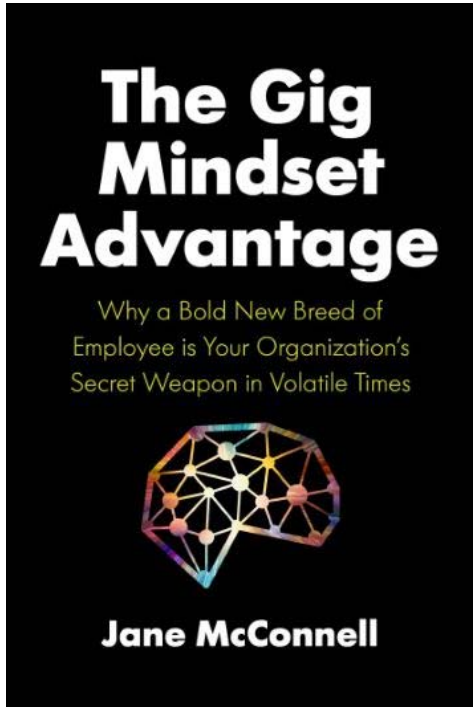


Figure 1
 On Sale: May 11/21
 9 x 6 • 240 pages
 9781773271507 • \$34.99 • cl
 Bus & Econ / Entrepreneurship

Notes

Promotion

Figure 1

The Gig Mindset Advantage

Why a Bold New Breed of Employee is Your Organization's Secret Weapon in Volatile Times

by Jane McConnell

Companies and organizations around the world are being confronted with alarming challenges - a global pandemic, market shocks, climate change, political instability. But in these unsettled times, organizational analyst Jane McConnell reveals that managers and executives have a secret weapon on their side: an overlooked group of employees that share "the gig mindset" - a freelancer-style knack for improvisation, adaptability and innovation that offers a crucial key to the future.

Found at all levels of the organizational workforce but often stifled by managers, gig mindsetters are disruptors who upend business as usual and bridge gaps while achieving surprising outcomes and charting new directions.

In *The Gig Mindset Advantage*, McConnell brings her decades of research into workforce culture, organizational strategy and digital transformation to bear on this unrecognized breed of employee whose way of working offers a wake-up call to managers and executives - and a bold new pathway towards long-term success and resilience.

Author Bio

Jane McConnell is an organizational analyst and strategic advisor. With over 20 years of experience as a researcher and consultant - assisting healthcare companies, industrial and retail operations, and United Nations agencies among many others - her insights into leadership and work culture in the digital age have helped dozens of organizations focus, adapt and stay relevant. She lives in the Provence region of France, and can be reached through her website at www.netjmc.com.



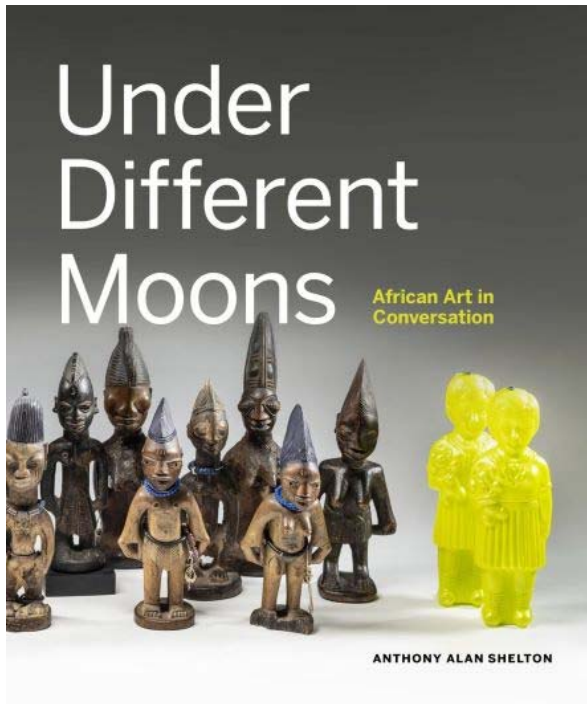


Figure 1

On Sale: May 25/21

12 x 10 • 256 pages

9781773271149 • \$60.00 • cl

Art / African

Notes

Promotion

Figure 1

Under Different Moons

African Art in Conversation

by Anthony Alan Shelton, Titilope Salami and Nuno Porto

Under Different Moons: African Art in Conversation shares - for the first time in print - the UBC Museum of Anthropology's extensive collection of brilliant objects from dozens of African cultures, gathered over nearly a century. These include masks from the Baule peoples of Cote d'Ivoire, the Bijogos people of Guinea Bissau, and the Dogon peoples from Mali; three Bamana / Bozo puppet sets from Mali and Burkina Faso, with floats, cloth awnings and related animal masks; and Benin panels and castings, Makonde sculpture, and Yoruba thorn carvings that will make their public debut in the exhibition that this book accompanies.

Throughout the book are beautiful photos of over 100 objects from the collection, as well as a dozen photos of contemporary artworks by Nigerian and Nigerian-Canadian artists. The first part of this book, by Anthony Alan Shelton, draws on an expansive ethnographic literature to contextualize MOA's collection within seven themes that reoccur in a wide number of societies across the African continent as well as in areas of Brazil and the Caribbean. In the second part, Titilope Salami focuses on contemporary Nigerian and diasporic artists to show the continued relevance of ritual practices in Nigerian artworks. And in the third part, Nuno Porto examines specific items in MOA's collection to reveal the social, historical, and market networks in which they once circulated and the changing significances ascribed them.

Under Different Moons is part of a wider attempt to bring to public attention, especially that of African and diasporic Canadian communities, parts of an important cultural legacy, safeguarded in museums across the country, that can help empower new sectors and generations of citizens and widen the breadth and understanding of Canada's multi- and intercultural character.

Author Bio

Anthony Alan Shelton is Professor of Art History, Visual Arts and Theory, and Director of the Museum of Anthropology, University of British Columbia. His more than one hundred and seventy publications include *Museums and Changing Perspectives of Culture* (1995), *Fetishism: Visualizing Power and Desire* (1995), *Collectors* (two volumes, 2001), and *Heaven, Hell and Somewhere in Between: Portuguese Popular Art* (2015). He has curated fourteen exhibitions in Canada, Europe and the UK.

Titilope Salami is an artist, curator, and lecturer of art at the University of Lagos who is currently conducting her Ph.D. research at the University of British Columbia.



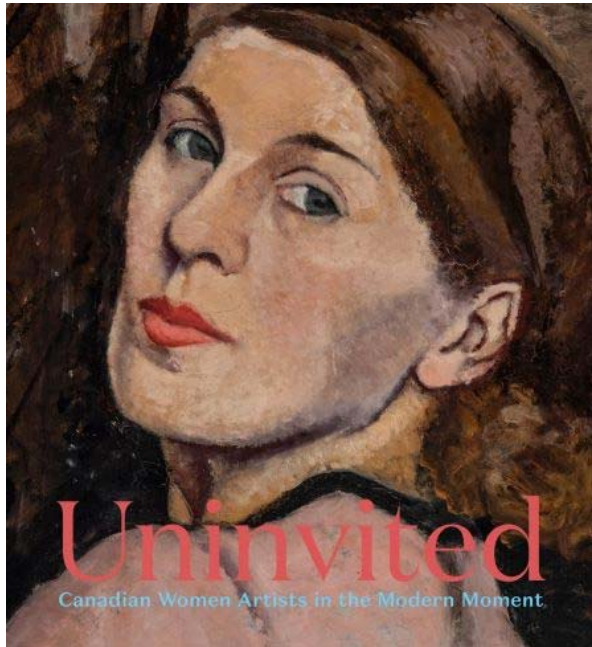


Figure 1

On Sale: Jun 1/21

10 x 11 • 320 pages

160

9781773271194 • \$50.00 • cl

Notes

Promotion

Pitch to national art media with focus on local outlets (Toronto, Calgary & Vancouver) depending on exhibition dates.

Figure 1

Uninvited

Canadian Women Artists in the Modern Moment

by Sarah Milroy

A monument to the talent of Canadian women artists in the interwar period, *Uninvited: Canadian Women Artists in the Modern Moment* provides a full and diverse cross-country survey of the art made by women during this pivotal time, incorporating the work of both settler and Indigenous visual artists in a stirring affirmation of the female creative voice.

Author Bio

Sarah Milroy is Chief Curator of McMichael Canadian Art Collection. Formerly, she served as editor and publisher of *Canadian Art* magazine (1991–96) and as chief art critic of *The Globe and Mail* (2001–11).

Katerina Atanassova is the Senior Curator of Canadian Art at the National Gallery of Canada, Ottawa. Her recent projects include the international touring exhibition *Canada and Impressionism: New Horizons* (2019) and *Morrice: The A.K. Prakash Collection in Trust to the Nation* (2018). Past exhibitions include *William Berczy: Man of Enlightenment* (2004), *F.H. Varley: Portraits into the Light* (2006), and *Painting Canada: Tom Thomson and the Group of Seven* (2011), which she curated with Ian A.C. DeJardin and Anna Hudson.

Jocelyn Anderson is an art historian whose recent research focuses on art and the British Empire, particularly art in Canada in the late nineteenth and early twentieth centuries. Her work on images of the British Empire has been published in *British Art Studies* and the *Oxford Art Journal*, and she is also the author of the forthcoming *William Brymner: Life and Work* for Art Canada Institute. She holds a PhD from the University of London (Courtauld Institute of Art).

Kristina Huneault is Professor of Art History at Concordia University, Montreal, and a founder of the Canadian Women Artists History Initiative. Together with Janice Anderson she edited the first book of scholarly essays on Canadian women artists: *Rethinking Professionalism: Women and Art in Canada* (2012). Most recently, she is the author of *I'm Not Myself at All: Women, Art and Subjectivity in Canada* (2018).

Anna Hudson is Professor of Canadian and (...)



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