



## *For Immediate Release*

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### **New Book Release “Succeeding in the Retail Business during Economic Stress” Gets to the Bottom Line with Retail Survival Strategies**

Glendale, CA December 2, 2008 - The new book release “Succeeding in the Retail Business During Economic Stress” by Kevin McAdam has just hit the market in electronic format as an eBook offering insight and strategies for retailers suffering at the hands of a struggling economy.

Looking at trends in retailing and current industry news spouting doom and gloom, Kevin McAdam gets to the bottom line with survival strategies that help retailers adapt to changing technologies and the new realities of the marketplace.

“This book is very timely because of the current economic conditions, and Kevin really gets into the necessities of what retailers should do during challenging times,” says Scott Kreisberg, CEO of One Step Retail Solutions. “His strategies point out how retailers can not only survive, but thrive during these conditions. I can personally vouch for the validity of his strategies, since I passed on these strategies to him and have watched my clients remain profitable during three economic recessions over the past 20 years as a result.”

This book is a compilation of articles from Kevin's column in a newsletter published by One Step Retail Solutions, advising its retail customers how to get through the economic climate of decreased sales numbers.

Alicia Kreisberg, Chief Operating Officer at One Step claims, “Retailers will find this book very insightful, particularly because the approach and principles outlined in Kevin’s book are taken from the same practices we use at One Step with our clients. No matter what the economic climate is, we make sure that our clients have the tools to succeed.”

Retailers will find in-depth methodologies for such matters as weathering a storm in the retail business, increasing sales through channels of retailing, having the right product at the right place at the right time, how retailers should focus on their core strengths, and adjusting a retail business to changing economic times.

The eBook version is now available as a free download at [www.onestepretail.com/retail/ebook.php](http://www.onestepretail.com/retail/ebook.php) and at [www.retailposcounterpoint.com/ebook.shtml](http://www.retailposcounterpoint.com/ebook.shtml) and will be available at Amazon.com soon.

### **About Kevin McAdam**

Kevin has been in the marketing, sales, and business development field for over 12 years; everything from training seminars for nationwide sales organizations to business plan development and pricing and marketing strategies. For the last 5 years Kevin has focused specifically on the retail industry and the technological tools available to retailers to assist in their businesses. He has written extensively on the subject and been a featured speaker at retailer events, as well as delivering live interactive webinars and in-person training workshops. Kevin is a founding member of the Retail Technology Resources Group and currently serves as Vice President for One Step Retail Solutions.

### **About One Step Retail Solutions**

One Step Retail Solutions is one of the nation's leading resellers of point of sale / inventory control systems for retailers. As one of the largest retail service providers in the United States, it has supplied retail technology solutions to and currently supports over 3600 stores nationwide which include such varied names as Betsey Johnson, Charles David, Diesel, No Fear, American Apparel, Jimmy Choo Shoes, Anaheim Ducks, Angels Baseball, Staples Center, Ed Hardy, The Hollywood Bowl, Los Angeles County Museum of Art, Luxury Optical, Sotheby's, TUMI Inc., Valentino, and Warner Brothers Studios. Its corporate headquarters are in Phoenix, Arizona with offices in Los Angeles and New York. Website: [www.onestepretail.com](http://www.onestepretail.com).

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