

**BRICK AND MORTAR RETAIL
MANAGEMENT CREATE MORE
ELITIST ACRONYMS AS A
DEFENCE AGAINST SUPPLY
CHAIN DISRUPTION**

**SHOPPERS MANIPULATED BY
DISTRESSED MONKEY SCREAM
MUSIC TO 'MAINTAIN FAMILY
RELATIONSHIPS'**

**'USE BY' EVOLVES TO 'BEST
BEFORE' EVOLVES TO 'USABLE
BUY'**