

## **Sustainable Retail Development: Strategies for Success**

*Green building consultant Jerry Yudelson's latest book profiles green retail worldwide.*

Tucson, AZ (Vocus) October 20, 2009 -- Is sustainable retail development an oxymoron? Not according to the many retailers and retail developers profiled in Jerry Yudelson's latest green building book, *Sustainable Retail Development: New Success Strategies* (Springer, October 2009), written under a grant from the International Council of Shopping Centers (ICSC).

"In *Sustainable Retail Development*, I show that retail green buildings and retail green development will grow significantly in importance over the next half-decade. This trend is seen throughout the developed world," says Yudelson.

For the past two years, Yudelson has been ICSC's first Research Scholar for Retail Real Estate Sustainability. In the book, he profiles retail sustainability efforts worldwide, presents a solid business case for greening retail operations, and shows how leading companies are advancing sustainable retail businesses.

"In this book, I provide a practical and comprehensive guide to greening retail real estate, featuring green building and marketing strategies, corporate sustainability programs and a 10-point action program for any retail real estate portfolio," added Yudelson.

Aimed at professionals in design, construction and operations of shopping centers and retail stores, the book provides an introduction to how sustainability thinking and green building design are changing this huge commercial sector. With full color photos and illustrations, the book highlights more than 30 green retail developments from North America, Europe, South America, Asia and Australia. There are also interviews with 25 leading industry experts.

Softcover versions of the book are available from the [ICSC](#) or from [Amazon.com](#). The hardcover version is available from [Springer](#).

### Testimonials for the Book:

Mary Lou Fiala, Vice Chairman and Chief Operating Officer, Regency Centers:

"*Sustainable Retail Development* does an excellent job of discussing the opportunities available to retail developers for adopting high-performance building design. Addressing and understanding the split incentives between retail developers and their tenants is the first step to finding solutions that reward both sides."

Martin Townsend, Director, Building Research Establishment, United Kingdom:

"An authoritative book which is not only a pleasure to read from cover to cover, increasing the knowledge of the reader with the turn of every page, but also a book that can easily be used for quick reference. A must for all wanting to know about the current state of sustainability in the retail sector."

Milton Cockburn, Executive Director, Shopping Centre Council of Australia:

"Jerry Yudelson has done a first-class job in collecting constructive initiatives, examples and ideas from all

over—not only from the USA—to assist retailers and retail property owners everywhere in pursuing a more sustainable business model.”

Arco Rehorst, Technical Director, Multi Asset Management, Gouda, The Netherlands:

“In good economic times, or in bad, green buildings and operations are here to stay. Jerry Yudelson provides a glimpse of some of the best industry practices worldwide, strategies to implement an effective green business plan and an invaluable road map for sustainable retail real estate.”

Prof. Dr. Filipa Fernandes, Spar European Shopping Centers, Salzburg, Austria:

“To think, feel and act sustainably, companies need to be able to draw on best industry practices and Sustainable Retail Development provides an excellent source for such practices in retail real estate. With examples from Austria to America and from Australia to Portugal, it gives a practical view of sustainability and what green shopping centers and retail stores can contribute to the corporate bottom line.”

Romily Madew, Chief Executive, Green Building Council of Australia, Sydney:

“Jerry Yudelson provides powerful insight into both why and how retail shopping centers should design and build green.”

Lauren Yarmuth, Principal, YRG Sustainability, Denver/New York:

“Sustainable Retail Development is a very impressive work. Undoubtedly, it will be an invaluable resource for architects and other professionals involved in the design, construction and renovation of shopping centers and retail stores.”

Justin Doak, Founder, Ecoxera retail consultancy, Austin, Texas:

“Sustainable Retail Development is a great snapshot of the transformation that the professional and consumer market will begin to witness in the retail industry. Jerry Yudelson provides a solid overview of what retailers should know to position themselves for the green transformation.”

#### About Yudelson Associates

Yudelson Associates is a leading international firm in sustainability planning and green building consulting. The founder, Jerry Yudelson, is widely acknowledged as one of the nation’s leading experts on green building and green development. He is the author of 11 green building books and serves as Research Scholar for Retail Real Estate Sustainability for the International Council of Shopping Centers, a 70,000-member international trade organization. He is a frequent green building speaker at industry and professional conferences and chairs North America’s largest annual show, the U.S. Green Building Council’s Greenbuild International Conference, to be held this November in Phoenix.

For more information on Yudelson Associates please visit the [company’s website](#). Jerry Yudelson can also be seen on [YouTube](#) and followed on [Twitter](#).

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