

Rolling Out Retail: The Law and the Order

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The Safari Hosted by Traub

Listen as Traub CEO Mortimer Singer discusses successful strategies for foreign retail brands entering the US with David Rabinowitz, Co-Chair of Goulston & Storrs' Retail, Restaurant & Consumer Industry Group and Geoff Lurie, President and COO of Traub on this episode of Traub's podcast, The Safari. Topics covered include how companies should launch themselves into their direct-to-consumer initiatives, the strategies of optimizing a business, how to protect intellectual property globally, the concern with brand dilution, and more.

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