



# PopUp Republic: How to Start Your Own Successful Pop-Up Space, Shop, or Restaurant

*Jeremy Baras*

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# PopUp Republic: How to Start Your Own Successful Pop-Up Space, Shop, or Restaurant

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**Find out how to get in on the booming pop-up scene**

*PopUp Republic: How to Start Your Own Successful Pop-Up Space, Shop, or Restaurant* is your comprehensive guide to the new world of pop-ups. This fresh text dives into the details of the pop-up industry, offering you a first-hand glimpse at pop-up success through stories, examples, anecdotes, and case studies. Additionally, if you have the entrepreneurial spirit and want to embark on your own pop-up journey, this forward-thinking resource features a guide to launching your own pop-up. Based upon a wealth of experience and knowledge, this book shines a spotlight on the differences between the pop-up industry in the United States and Europe, discusses the tools you need to create a successful pop-up, defines what, exactly, a pop-up is, the costs and benefits of the pop-up business model, the permits, insurance, and licenses that are needed to run a pop-up, and more.

A \$50-billion industry, pop-ups have become key features of the business landscape in cities around the world. From retail shops to restaurants, a wide range of customer-facing enterprises are embracing the pop-up trend.

- Follow the launch and operation of a successful pop-up, and learn from the experiences of other entrepreneurs
- Analyze case studies that shed light on the successes and challenges that pop-ups have faced
- Leverage expert guidance in building your own pop-up business model
- Identify how the pop-up industry is changing retail, dining, and entertainment industries on a global level

*PopUp Republic: How to Start Your Own Successful Pop-Up Space, Shop, or Restaurant* takes a close look at the emerging pop-up industry—and at the ways in which this industry is disrupting traditional business models to make room for innovative entrepreneurs.

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