
Automotive Retail Expert Max Zanan Announces the Upcoming Release of 'Perfect Dealership' - A Car Dealer's Guide to Surviving the Digital Age

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Max Zanan
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NEW YORK, Oct. 24, 2017 /CNW/ -- Max Zanan, an automotive retail expert with nearly 20 years of experience, announced today the upcoming release of his book *'Perfect Dealership: Surviving The Digital Disruption'*— a car dealer's guide to surviving the digital age.

The automotive retail industry is under more pressure than ever. Lower margins, stricter regulations, heavy competition, and online disrupters have many managers with their backs against the wall. With the rise of online auto sales, will the average auto dealership even exist in 10 years?

"Perfect Dealership serves as a wake-up call for the automobile industry," says Zanan. "Unless car dealerships change – and change quickly – they risk falling into the same digital gulf that obliterated the corner video store and travel agencies... The old ways are dead. It's time to adapt or fade away."

With Perfect Dealership, Max Zanan has created the industry's first truly comprehensive training manual. If you own or manage an auto dealership, or you're planning a career in the industry, Perfect Dealership is the indispensable guide for automotive management in a modern world.

"Perfect Dealership is the book the auto industry needs. With every chapter, Max outlines a modern and structured view of how to run and grow a profitable, ethical, and future-facing dealership... Perfect Dealership is a handbook for effective automotive management across all levels and departments. Every dealership owner and manager needs a copy." - **Peter Zorzy - Director of Operations - Atlantic Auto Group**

"...the industry is changing fast and dealerships need to adapt or die. The processes and concepts outlined in Perfect Dealership are not just important, but frankly are a necessity to future growth and success in an industry that's getting more competitive by the day." - **Doug Wells - General Manager - Ray Catena Mercedes Benz**

For media inquiries, or to request a review copy, please contact Max Zanan at 1-917-903-0312, maxzanan@gmail.com

SOURCE Max Zanan

Organization Profile



Max Zanan