



## Reshaping Retail: Why Technology is Transforming the Industry and How to Win in the New Consumer Driven World

---

By Stefan Niemeier, Andrea Zocchi, Marco Catena

John Wiley & Sons Inc. Hardback. Book Condition: new. BRAND NEW, Reshaping Retail: Why Technology is Transforming the Industry and How to Win in the New Consumer Driven World, Stefan Niemeier, Andrea Zocchi, Marco Catena, The modern retail system has worked to dazzling effect. From the 19th century, store owners emerged from small beginnings to set in train an industry that has seen some operators become nationally, even globally, dominant. Along the way, they turned retailing into an art, and then a science. Now retailers in emerging markets appear to be repeating the story all over again, except on a scale and at a speed beyond anything we have seen before. Given all of this, it can be hard for those who work in retailing to accept that the industry as we know it is living on borrowed time, on the brink of transformation. There is now an urgency with which conventional store-based retailers must now act and the extent of the challenges this change represents in strategic, organizational, and above all, technological terms. Reshaping Retail sets out the driving causes, current trends and consequences of a transformation in retail triggered by technology. The changes go far beyond making items...



**READ ONLINE**  
[ 8.24 MB ]

### Reviews

*Unquestionably, this is actually the greatest function by any author. I was able to comprehend every little thing using this created e ebook. Its been printed in an remarkably straightforward way which is merely following i finished reading this ebook in which in fact altered me, alter the way i think.*

-- **Arianna Witting**

*An exceptional book as well as the font used was exciting to read. It is actually rally intriguing throgh reading time. You will not sense monotony at anytime of the time (that's what catalogues are for about when you ask me).*

-- **Crystel Hagenes**