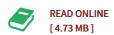




# The New Rules of Retail: Competing in the Worlds Toughest Marketplace

By Robin Lewis

Palgrave MacMillan Trade. Hardcover. Book Condition: New. Hardcover. 272 pages. Dimensions: 9.7in. x 6.5in. x 1.2in.In The New Rules of Retail , industry gurus Robin Lewis and Michael Dart explained how unprecedented consumer power, enabled by technology and globalization, is revolutionizing retail. They warned that survival in these dynamic times called for a business model based on three distinct competencies: preemptive, perpetual distribution; a neurological customer connection; and total control of the value chain. In the years since that book published, many of their predictions have come true. Now, they revisit timeless case studies like Ralph Lauren and Sears, as well as new additions like Trader Joes, Lululemon, and Warby Parker, to assess how retailers must continue to evolve in the era of e-commerce, data mining, and tiered distribution. They also identify the five current trends that are currently driving consumer demand, including technology integration and channel consolidation, as exemplified by Jeff Bezos at Amazon. This is a fully revised and updated guide from two proven retail prognosticators. This item ships from multiple locations. Your book may arrive from Roseburg, OR, La Vergne, TN. Hardcover.



# Reviews

If you need to adding benefit, a must buy book. It is actually rally interesting through reading time period. It is extremely difficult to leave it before concluding, once you begin to read the book.

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#### 15

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Cajunflair Publishing. Paperback. Book Condition: New. Paperback. 112 pages. Dimensions: 8.0in. x 5.0in. x 0.3in.lts late 1974, and high school student, Melinda Dawson is in serious trouble. Within two hours of revealing her suspected pregnancy to her parents, shes whisked off against...