



# Toward Cross-Channel Management

**A Comprehensive Guide for Retail Firms**

Ladenpreis: 84,95EUR

**ISBN:** 978-3-11-041698-5

**Verlag:** De Gruyter Oldenbourg

**Erscheinungsdatum:** 29.01.2015

**Autoren:** Brunner Felix, Rudolph Thomas

## **WEITERE INFORMATIONEN UND BESTELLUNG**

<https://shop.lexisnexus.at/toward-cross-channel-management-9783110416985.html>

## **Details**

New digital devices enable consumers to ubiquitously access the Internet and inspire them to switch between online and offline channels when shopping – a phenomenon extant research on consumer behavior terms cross-channel shopping. This considerable change in consumer behavior offers great potential for retailers worldwide to strengthen their competitiveness. Today, retail incumbents aspire to integrate their channels to offer compelling switching opportunities among all online and offline channels – an approach we coin cross-channel management. However, addressing cross-channel shoppers may entail a rise in business model complexity which can only be tackled by installing a firm-wide strategic change process. Set against this transformative background, this book offers insight into how firms can overcome said inertia and successfully transform their current channel specific business model to a much more integrated system of online and offline channels. With the help of 71 interviews with top and middle managers in retailing, this book derives a variety of recommendations in the field of cross-channel management for retailers and manufacturers.

Wir haben andere Produkte gefunden, die Ihnen gefallen könnten!



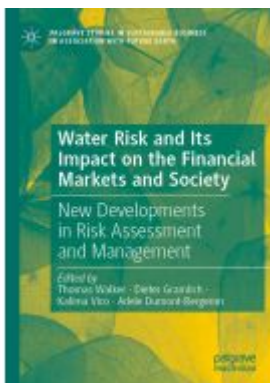
New Maritime Business  
Ladenpreis: 219,99EUR



Trend Management  
Ladenpreis: 43,99EUR



Kultursponsoring  
Ladenpreis: 102,79EUR



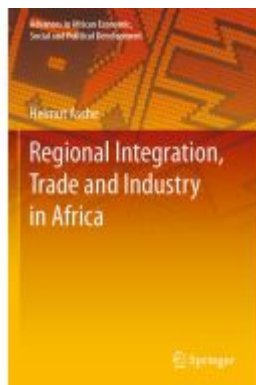
Water Risk and Its Impact on the Financial  
Markets and Society  
Ladenpreis: 197,99EUR



Reimagining Capitalism in a Post-  
Globalization World  
Ladenpreis: 197,99EUR



Grundlagen der Eingruppierung TVöD und  
TV-L  
Ladenpreis: 20,60EUR



Regional Integration, Trade and Industry in Africa  
Ladenpreis: 120,99EUR



Social Robot Experience  
Ladenpreis: 82,23EUR



Toyotas Fehlerlehre  
Ladenpreis: 41,10EUR



„Wenn wir den Euro nicht geschaffen hätten, dann hätten wir noch viel, viel mehr Krisen gehabt.“  
Ladenpreis: 31,70EUR