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Nota di contenuto	1. Testing and Playing -- 2. Paid Experience -- 3. Pop-up Shop -- 4. Community Hub -- 5. Augmented Reality -- 6. Virtual Reality -- 7. Artificial Intelligence -- 8. RFID: Radio Frequency Identification -- 9. Social Networks -- 10. In-Store Apps -- 11. Easy Checkout -- 12. Pickup and Returns -- 13. Delivery -- 14. Point of Sale -- 15. Rent, Resale, Redesign -- 16. Closing Words.
Sommario/riassunto	This book provides an accessible and multifaceted vision of the ongoing changes in the retail industry, presenting practical steps a retailer can take in their store to adapt to the digitized world. The benefits of online commerce can be transferred to physical retail, and brick-and-mortar businesses can expand on their existing advantages. Using these strategies, physical stores can not only compete with online retail, they can offer even more to their customers. Store

closures are taking place at a staggering rate, and this book offers guidance on how to overcome the so-called retail apocalypse. The book offers 15 innovative strategies on how to: Transfer the benefits of online shopping to physical stores Develop new, interactive brand experiences Apply latest in-store technologies Present customers a more sustainable, greener store experience Also included is are practical tips for each strategy and 50 best-practice examples from around the world. With this book, readers will learn to navigate the changing retail landscape.
