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Nota di contenuto	Front matter -- Contents -- List of Figures -- List of Tables -- Preface -- Summary -- 1. Introduction -- 2. The Strategic Perspective -- 3. The Planning Perspective -- 4. Outlook -- About the Authors
Sommario/riassunto	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.

2. Record Nr.	UNICAMPANIAVAN0004623
Autore	Pellizzer, Franco
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Pubbl/distr/stampa	Padova, : CEDAM, 1990
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