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Titolo	Multisensory in Stationary Retail : Principles and Practice of Customer-Centered Store Design // edited by Gunnar Mau, Markus Schweizer, Christoph Oriet
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Nota di contenuto	Introduction: Why multisensory technology? -- Perception of the environment -- Organisational anchoring -- Customer-centred implementation -- Best practices from the retail sector.
Sommario/riassunto	This book describes how an optimal store design can contribute to the well-being of the customer and to differentiation from online retail. From an academic and practical perspective, with contributions from renowned academics and companies, it shows how a coherent store design can be created in harmony with the retail brand. The central challenge here is the conscious orchestration of the diverse sensory stimuli. How can the many sources of stimuli be controlled? Which shelf shape goes with which light, colour and sound? Dealing with the variety of stimuli in a store environment can quickly become complex and incongruence can have a decisive negative impact on the well-being of customers. A customer-centric store environment therefore focuses on people's well-being. Renowned scientists and traders show the state of the science on these issues and give valuable suggestions for the trade.

With best practice examples and valuable suggestions for practical implementation. Content Multisensory: Perception with all senses Phygital: The dawn of a new age of the senses Total Store: Think and act holistically Mindset: Anchoring customer centricity in the company The editors Prof. Dr. Gunnar Mau is Professor of Applied Psychology and Vice President Research & Teaching at the DHGS German School of Health and Sport. His research focuses on the buying motives and buying behaviour of people on the sales floor. Dr. Markus Schweizer is managing director of the boutique consultancy Holistic Consulting and accompanies retail companies in German-speaking countries in the customer-centric development and implementation of their strategy and total store design. Christoph Oriet has more than 30 years of experience in Swiss food retailing (Coop and Migros) - including as Head of Total Store at Migros Genossenschaftsbund in Zurich. He is Chairman of the Board of Directors at SCS Storeconcept in Switzerland, a full-service store builder This book is a translation of an original German edition. The translation was done with the help of artificial intelligence (machine translation by the service DeepL.com). A subsequent human revision was done primarily in terms of content, so that the book will read stylistically differently from a conventional translation.

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