

1. Record Nr.	UNINA9910787348503321
Autore	Brunner Felix
Titolo	Toward cross-channel management : a comprehensive guide for retail firms / / Felix Brunner, Thomas Rudolph
Pubbl/distr/stampa	Berlin, Germany : , : De Gruyter Oldenbourg, , 2015 ©2015
ISBN	3-11-041716-2 3-11-041722-7
Descrizione fisica	1 online resource (84 p.)
Disciplina	658.87
Soggetti	Retail trade - Management Consumer behavior Stores, Retail Shopping
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references at the end of each chapters.
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.
