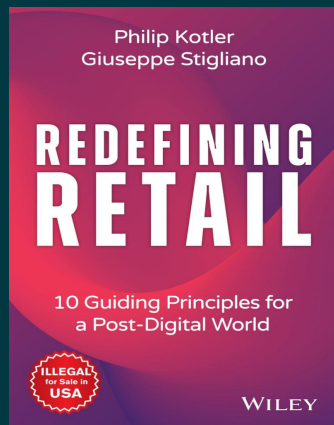




Redefining Retail: 10 Guiding Principles for a Post-Digital World

By [Philip Kotler](#), [Giuseppe Stigliano](#)

Paperback

9789370603202

[NOT PROVIDED]
publication_date

₹824.00

Pages : 400 pages

Description

The three main rules of retail have long been defined by an expression used in real estate jargon: "Location, Location, Location." The basic assumption was: if you prioritise the acquisition of the best locations, everything else will fall into place. This approach will no longer apply due to the fragmentation of the market, there have been several rapid and chaotic changes, including Covid-19, competitive pressures and disrupted customer behaviours.

The large number of retailers that have gone out of business in recent years shows us that the scenario has changed and closures have pushed some to use terms like "apocalypse" or "Armageddon" to describe the difficulties of the current situation. However, it is wrong to assume that the failure of a large number of shops and stores heralds the end of brick-and-mortar retail. If anything, it decrees the end of a model that has remained unchanged for decades and that seems to be inadequate for the Digital Age. In other words -- Covid was an abrupt disruption, but many changes were overdue.

In order to survive and thrive in this post-covid and post-digital world, Retailers and Consumer Brands have to understand the paradigm shift occurred in the way people behave and redefine both their internal operations and processes, and their business strategy. In fact they need to rethink the entire value chain, taking into account the growing importance of sustainability, diversity and inclusion, working policies, etc.

The challenge is no longer about Digital Transformation, that is something we can take for granted at this point. Retailers and consumer brands need to develop a strong sense of 'humbition' putting into discussion even the most successful strategies of the past, cultivating the ambition to future-proof their organisations and their brands.

Professors Kotler and Stigliano have developed a set of 10 Guiding Principles that companies should embrace, no matter if they are big established players or SMEs, regardless of the location and the sector in which they operate.

Thanks to the various hats that Giuseppe wears as Global CEO of Spring Studios, a Professor and Lecturer across Europe and the USA and as a Global Keynote speaker the book will be built on both hands-on experience and academic rigor. Corroborated by numerous talks that Giuseppe has given over the last few years on the topics covered in the book. This will all be reinforced by Kotler's authoritative perspective and guidance.

About the Author

Philip Kotler, Giuseppe Stigliano

Philip Kotler, PHD, is Professor Emeritus of Marketing at the Kellogg School of Management, where he held the S.C. Johnson & Son Professorship of International Marketing. The Wall Street Journal ranks him as one of the top six most influential business thinkers. He is the recipient of numerous awards and honorary degrees from schools worldwide. Philip has an incredible international presence-- his books have been translated into more than 25 languages, and he regularly speaks on the international circuit. Books include Principles of Marketing, Marketing 5.0, Marketing Management, Social Media Marketing and many more.

Giuseppe Stigliano, is an entrepreneurial manager with 20 years of international experience in Marketing and

Communication services. As the Global CEO of Spring, he guides a team of 300 talents in their London, New York, Los Angeles, and Milan offices. A thought leader and sought-after keynote speaker on Marketing, Leadership, Digital Transformation, and Corporate Innovation, Giuseppe is also the co-author of the best-selling Retail 4.0: 10 Guiding Principles for the Digital Age, co-written in 2018 with internationally renowned marketing expert Philip Kotler. The book has been translated into six languages and has sold more than 40,000 copies worldwide. In 2021 he and Philip Kotler joined forces with Riccardo Pozzoli to publish their second book together, Onlife Fashion: 10 rules for the future of high-end Fashion.

Table of Contents

Introduction: Change Is the Only Constant xv

Retail: A Different Perspective xvii

Post- Digital: When Hype Meets Reality xxi

How We Got to Retail 5.0 xxviii

The Journey to Come xxxiv

Part I the Post- Digital Era 1

1 Running Backwards 3

Speed of Change 8

Reflection Summary Questions 10

2 Purpose, People, Planet--Therefore Profit 11

The Economic Imperative 14

Reflection Summary Questions 18

3 The Direct- to- Consumer (D2C) Revolution: A Double- Edged Sword 21

An Opportunity for Incumbent Brands 27

The Benefits of the Hybrid Model 32

In Summary 34

Reflection Summary Questions 36

4 Experiential Benchmarks 37

The Ever- Higher Bar of Expectations 41

Un(Fair) Competition 42

A New Market Modus Operandi? 45

Reflection Summary Questions 47

5 Making People Want Things Isn't Enough 49

Making Sense of Data 54

The Privacy--Trust Equation 56

Reflection Summary Questions 58

6 Omnichannel Is Dead. Long Live Optichannel. 61

From Multichannel to Omnichannel 65

From Omnichannel to Optichannel 72

Reflection Summary Questions 74

7 The Post- Digital Customer Journey 75

A Hybrid Journey	80
It's All Real	83
Reflection Summary Questions	87
8 High Tech + High Touch	89
Behind the Scenes	95
Reflection Summary Questions	100
9 Shopping Malls Apocalypse?	101
Regional Differences	104
Mixed- Use Developments	107
Reflection Summary Questions	109
10 The Perfect Storm	111
Where Do We Go from Here?	116
Part II THE 10 BEs OF POST- DIGITAL RETAIL	119
11 Be Humbitious	125
Different Leaders for Different Corporate Cultures	130
Reflection Summary Questions	135
12 Be Purposeful	137
The Benefits of Being Purposeful	142
A Difficult Harmony	145
Toward a Common Standard	147
The Business Correlation	150
Public/Private Collaboration Required	156
Reflection Summary Questions	158
13 Be Ambidextrous	161
Overcoming the Obstacles	170
Reflection Summary Questions	174
14 Be Onlife	175
Facing the Most Common Threats	179
Embracing an Onlife Optichannel Strategy	187
Reflection Summary Questions	192
15 Be Personal	195
The Benefits	201
The Flip Side	204
Reflection Summary Questions	208
16 Be Human	211
Unity Is Strength	217
Reflection Summary Questions	224
17 Be a Destination	225

Redefining Brick- and- Mortar Stores	231
Common Traits	237
Reflection Summary Questions	240
18 Be Exponential	241
Different Types of Business Ecosystems	245
Unity Is Strength	253
Make, Buy, or Ally	257
Reflection Summary Questions	261
19 Be Invisible	263
Five Significant Benefits of Invisible Technologies	269
Or: Not So Fast	275
Reflection Summary Questions	277
20 Be Loyal	279
Stakeholders' Loyalty	284
Decoding Customer Loyalty and Churn	287
Loyalty, Habit, and Communities	293
Reflection Summary Questions	298
Conclusion: Embracing the Post- Digital Retail 5.0 Journey	299
Notes	305
Acknowledgments	341
Index	345

To purchase this product, please visit:

<https://wiley.indiafin.com/redefining-retail-10-guiding-principles-for-a-post-digital-world.html>



Scan to buy