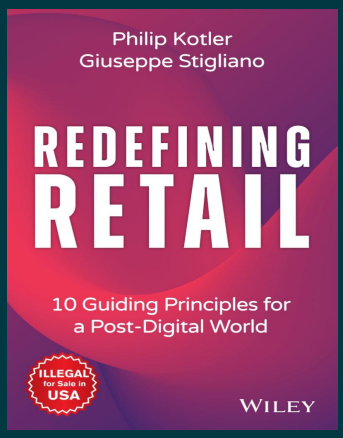
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Redefining Retail: 10 Guiding Principles for a Post-Digital World

By Philip Kotler, Giuseppe Stigliano

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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 prioritiseÂ 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

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