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## **KEY=ON - NOELLE TIMOTHY**

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### **DIGITAL MARKETING STRATEGIES FOR FASHION AND LUXURY BRANDS**

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IGI Global **Online shopping has become increasingly popular due to its availability and ease. As a result, it is important for companies that sell high-end products to maintain the same marketing success as companies selling more affordable brands in order keep up with the market. Digital Marketing Strategies for Fashion and Luxury Brands is an essential reference source for the latest scholarly research on the need for a variety of technologies and new techniques in which companies and brand managers can promote higher-end products. Featuring coverage on a broad range of topics and perspectives such as brand communication, mobile commerce, and multichannel retailing, this publication is ideally designed for managers, academicians, and researchers seeking current material on effectively promoting more expensive merchandise using technology.**

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### **RETAIL MARKETING AND BRANDING**

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#### **A DEFINITIVE GUIDE TO MAXIMIZING ROI**

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John Wiley & Sons **Retail Marketing and Branding, 2nd Edition looks at how retailers can make more out of their marketing money with retail best practices in branding and marketing spend optimization. The second edition of Retail Marketing and Branding includes the following updates: \* New and updated case examples \* Updated figures and examples throughout \* New interviewees with recent experiences \* Additional chapters**

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## **CIRCULAR ECONOMY AND RE-COMMERCE IN THE FASHION INDUSTRY**

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**IGI Global** The apparel industry has the scale, reach, and technical expertise to deliver on-target sustainable development goals within the industry's sphere of influence in its interconnected global and local value chains. From the farm to the consumer, the textile, retail, and apparel production industry has an array of economic, environmental, social, and governance impacts. In order to meet sustainable goals, the industry is challenged to buy and produce goods and services that do not harm the environment, society, and the economy. **Circular Economy and Re-Commerce in the Fashion Industry** is a pivotal reference source that explores and proposes solutions for best practices to meet sustainable development goals in the fashion industry and provides guidelines for assessing the technological landscape and modeling sustainable business practices. Highlighting a wide range of topics including digital marking, consumer behavior, and social and legal perspectives, this book is ideally designed for suppliers, brand managers, retailers, multinational investors, marketers, executives, designers, manufacturers, policymakers, researchers, academicians, and students.

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## **CROWDSOURCING: CONCEPTS, METHODOLOGIES, TOOLS, AND APPLICATIONS**

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### **CONCEPTS, METHODOLOGIES, TOOLS, AND APPLICATIONS**

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**IGI Global** With the growth of information technology, many new communication channels and platforms have emerged. This growth has advanced the work of crowdsourcing, allowing individuals and companies in various industries to coordinate efforts on different levels and in different areas. Providing new and unique sources of knowledge outside organizations enables innovation and shapes competitive advantage. **Crowdsourcing: Concepts, Methodologies, Tools, and Applications** is a collection of innovative research on the methods and applications of crowdsourcing in business operations and management, science, healthcare, education, and politics. Highlighting a range of topics such as crowd computing, macrotasking, and observational crowdsourcing, this multi-volume book is ideally designed for business executives, professionals, policymakers, academicians, and researchers interested in all aspects of crowdsourcing.

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## **EXPLORING INNOVATION IN A DIGITAL WORLD**

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### **CULTURAL AND ORGANIZATIONAL CHALLENGES**

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Springer Nature

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## **ORGANIZATIONAL VELOCITY**

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## **TURBOCHARGE YOUR BUSINESS TO STAY AHEAD OF THE CURVE**

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Business Expert Press **If you're not operating with Organizational Velocity, you're getting lapped and don't even realize it. Business as usual? Established organizations are being disrupted as nimble upstarts cross long-established competitive moats with increasing ease. The status quo needs to be blown up. In Organizational Velocity, veteran UPS executive Alan Amling distills five years of research and three decades on the front lines of Corporate America to reveal a fundamental truth... Moving at the speed of change is a choice, not a circumstance. Companies from Amazon to Shaw Industries stay ahead of the curve by operating with Organizational Velocity, a rapid learning paradigm empowering organizations to create persistent advantage. Amling shows how companies get in their own way and provides pragmatic insights from industrial, digital, and military leaders to break through organizational friction and thrive in disruption. Organizational Velocity is for current and aspiring executives seeing the disruption at their doorstep but not knowing how to break through the cloud of uncertainty. So, dog-ear the pages and create a company built to stay ahead of the curve.**

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## **INNOVATING FOR THE MIDDLE OF THE PYRAMID IN EMERGING COUNTRIES**

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Cambridge University Press **Explains how firms innovate for the new and growing middle classes in emerging economies, i.e. the middle of the pyramid.**

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## **HANDBOOK OF RESEARCH ON THE PLATFORM ECONOMY AND THE EVOLUTION OF E-COMMERCE**

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IGI Global **In the past two decades, research on electronic commerce and platforms has thrived. Tremendous academic research has been conducted on this specific concept. Over the last decade, with the rise of applications and mobile technology, that stream of research has extended to the collaborative economy, more colloquially known as the sharing economy. The commonality between e-commerce and collaborative consumption being that they both occur online and rely predominantly on platforms. The Handbook of Research on the Platform Economy and the Evolution of E-Commerce is a comprehensive reference book offering a holistic perspective of the platform economy by connecting the e-commerce and collaborative economy streams into a common framework. As such, this integrated perspective offers a clearer understanding of the key trends in research and in managerial action, as well as an agenda for future studies and practice. This handbook emphasizes how the digital transition will create an increased merging between physical and digital activities, as well as the challenges and opportunities pertaining to this trend. Covering topics including sharing economy, Marketing 4.0, and digital applications,**

this book is essential for marketers, managers, executives, students, researchers, and academicians.

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## **RESHAPING RETAIL**

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### **WHY TECHNOLOGY IS TRANSFORMING THE INDUSTRY AND HOW TO WIN IN THE NEW CONSUMER DRIVEN WORLD**

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John Wiley & Sons The modern retail system has worked to dazzling effect. From the 19th century, store owners emerged from small beginnings to set in train an industry that has seen some operators become nationally, even globally, dominant. Along the way, they turned retailing into an art, and then a science. Now retailers in emerging markets appear to be repeating the story all over again, except on a scale and at a speed beyond anything we have seen before. Given all of this, it can be hard for those who work in retailing to accept that the industry as we know it is living on borrowed time, on the brink of transformation. There is now an urgency with which conventional store-based retailers must now act and the extent of the challenges this change represents in strategic, organizational, and above all, technological terms. Reshaping Retail sets out the driving causes, current trends and consequences of a transformation in retail triggered by technology. The changes go far beyond making items available for sale on the internet. Starting by briefly setting the historical and business system contexts for retail and describe the role that technology has played in the creation of modern retail it then explains the underlying technological drivers behind the current revolution - radical changes in the capacity of both hardware and software, mobile telecommunications changes and the advances of the Internet. Ultimately, success will hinge on more than competence; it will come down to a way of thinking. Customer-centricity will need to be valued not just by the store owner, as in the past, but also by all employees in the organization. It will need to become embedded in their daily tasks. The same applies to technology, which must be at the center of the organization and recognized as such by everyone. With a combination of extensive desk and field research, interviews with leading retailers and technologists, together with the real world experience of practitioners in this area, Reshaping Retail will inspire and help store retailers to make the necessary transformation now to win in the new consumer driven world.

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## **GLOBAL PANDEMIC, TECHNOLOGY AND BUSINESS**

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### **COMPARATIVE EXPLORATIONS OF COVID-19 AND THE LAW**

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Routledge This book presents an exploration of a wide range of issues in law, regulation and legal rights in the sectors of information protection, the creative economy and business activities following COVID-19. The debilitating effect of the global pandemic on information protection and creative and business activities is powerful, widespread and deeply

influential, bringing a range of uncertainties to these sectors. The effects of the crisis challenge the fundamentals of the legal systems of most countries in their attempt to govern them. Written by international academics from a diversified background of law disciplines and legal systems, this book offers a global vision in exploring the wide range of legal issues caused by the COVID-19 crisis in these fields. The book is organised into three clear thematic parts: Part I looks at information protection and intellectual property rights and strategies; Part II examines contracts, cooperation and mediation in the post-COVID-19 market arena; and Part III discusses issues pertaining to corporate governance and employment rights. The book explores the unprecedented challenges posed by the pandemic crisis from a global perspective. It will provide invaluable information and guidance in this area to those in the fields of law, politics, and economics whose interests are related to information, business and the creative industry, as well as providing indispensable reading to business practitioners and public servants.

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## **ADVANCES IN DIGITAL MARKETING AND ECOMMERCE**

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### **FIRST INTERNATIONAL CONFERENCE, 2020**

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[Springer Nature](#) This book highlights the latest research presented at the first Digital Marketing & eCommerce Conference (Barcelona, Spain, June 2020). Papers include a diverse set of digital marketing and eCommerce-related topics such as user psychology and behavior in social commerce, influencer marketing in social commerce, social media monetization strategies, social commerce characteristics and their impact on user behavior, social branding, business model, user privacy, and more.

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## **THE REPORT: NIGERIA 2016**

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[Oxford Business Group](#) Nigeria is the largest economy in Africa with a GDP of \$ 487bn in 2015, according to the World Bank. The country asserted the mantle of the continent's largest economy in 2013, following a rebasing exercise. However, its large population means that Nigeria remains a comparatively poor country in per capita terms, with a lower GDP per capita than several of its sub-Saharan neighbors. Following a real GDP contract of 1.5% in 2016, the IMF forecasts that growth will reach 0.8% in 2017 and 1.9% in 2018. While growth began to pick up in the first half of 2017, Nigeria still has much work to do. However, there is the sentiment that the economy has turned a corner and has begun to see a silver lining. Devaluation of the naira, rising inflation, the drop in oil revenues, the slowdown in oil production, and the leader softening of growth,

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## **ADVANCED MANUFACTURING AND AUTOMATION V**

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[WIT Press](#) Advanced Manufacturing and Automation V contains the

proceedings of the 5th International Workshop of Advanced Manufacturing and Automation (IWAMA 2015). This meeting continues the success of this important international workshop series and disseminates the works of academic and industrial experts, from around the world, in the areas of advanced manufacturing and automation. The disciplines of manufacturing and automation have attained paramount importance and are vital factors for the maintenance and improvement of the economy of a nation and the quality of life. Manufacturing and automation are advancing at a rapid pace and new technologies are constantly emerging in the fields. The challenges faced by today's engineers are forcing them to keep on top of the emerging trends through continuous research and development. The papers comprising these proceedings cover various topics including: Robotics and automation; Computational intelligence; Design and optimization; Product life-cycle management; Integration of CAD/CAPP/CAM/CIMS; Advanced manufacturing systems; Manufacturing operations management; Knowledge-based manufacturing; Manufacturing quality control and management; Sustainable production; Diagnosis and prognosis of machines; Lean and agile manufacturing; Virtual and grid manufacturing; Resource and asset management; Logistics and supply chain management; RFID applications; Predictive maintenance; Reliability and maintainability in manufacturing; Project management; Renewable energy development; Environment protection; Intelligent detection.

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## **NEW LUXURY MANAGEMENT**

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### **CREATING AND MANAGING SUSTAINABLE VALUE ACROSS THE ORGANIZATION**

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**Springer** Presenting a vision of the luxury sector and its management, this edited book describes “the new luxury” through a comprehensive view of the value chain, from concept to market. The authors argue that the main characteristics of “luxury” are linked to specific resources and competencies found throughout the value chain and that value is a result of the interaction between the brand and stakeholders, and more precisely with their clients. Taking an interdisciplinary approach, New Luxury Management encompasses both strategic and functional aspects of luxury management, providing innovative solutions to the successful creation and management of value across the organization, from leadership, human resources, financial management, marketing and economic perspectives.

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## **OPERATIONS, LOGISTICS AND SUPPLY CHAIN MANAGEMENT**

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**Springer** This book provides an overview of important trends and developments in logistics and supply chain research, making them available to practitioners, while also serving as a point of reference for academicians. Operations and logistics are cornerstones of modern supply chains that in turn are essential for global business and economics. The

composition, character and importance of supply chains and networks are rapidly changing, due to technological innovations such as Information and Communication Technologies, Sensors and Robotics, Internet of Things, and Additive Manufacturing, to name a few (often referred to as Industry 4.0). Societal developments such as environmental consciousness, urbanization or the optimal use of scarce resources are also impacting how supply chain networks are configured and operated. As a result, future supply chains will not just be assessed in terms of cost-effectiveness and speed, but also the need to satisfy agility, resilience and sustainability requirements. To face these challenges, an understanding of the basic as well as more advanced concepts and recent innovations is essential in building competitive and sustainable supply chains and, as part of that, logistics and operations. These span multiple disciplines and geographies, making them interdisciplinary and international. Therefore, this book contains contributions and views from a variety of experts from multiple countries, and combines management, engineering as well as basic information technology and social concepts. In particular, it aims to: provide a comprehensive guide for all relevant and major logistics, operations, and supply chain management topics in teaching and business practice address three levels of expertise, i.e., concepts and principles at a basic (undergraduate, BS) level, more advanced topics at a graduate level (MS), and finally recent (state-of-the-art) developments at a research level. In particular the latter serve to present a window on current and future (potential) logistics innovations in the different thematic fields for both researchers and top business practitioners integrate a textbook approach with matching case studies for effective teaching and learning discuss multiple international perspectives in order to represent adequately the true global nature of operations, logistics and supply chains.

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## **HOW TO SAVE THE FMCG INDUSTRY**

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### **A PRACTICAL GUIDE FOR BUILDING COLLABORATION BETWEEN SUPPLIERS AND RETAILERS**

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[Springer Nature](#) In the fast-moving consumer goods industry (FMCG), collaboration is often cited as the logical way for suppliers and retailers to create value. Yet, suppliers' experience has shown that doesn't always happen, due in large part to the power of the retailer and a focus on the short term. In the last thirty years the industry has seen rapid change, with the growth of discounters, online shopping and consolidation of retailers. These changes have brought more opportunities to the industry but also more complexity, challenges and costs to manage for both sides. It's no secret that retailers have sought to leverage their increasing power with suppliers with never ending discussions of cost reduction, while suppliers attempt to engage them with discussions for longer term growth. This results in tension, with the retailer interested in short term activity and the supplier interested in supporting medium term growth. How can these two

parties work together to deliver value to the consumer and shopper and ultimately, support the industry? This book presents first-hand research on how to navigate through these challenges. It identifies new and relevant tools and techniques to develop better, and more valuable collaboration between retailers and suppliers in today's challenging markets. In this notoriously secretive industry, the full value and opportunities of collaboration between retailer and supplier has yet to be fully accomplished. Traditional ways of working need to change if the industry has a chance of succeeding into the 21st century. With case studies, examples and practical frameworks, this book brings a focus onto the industry, whilst at the same time providing implementable ideas, suggestions and solutions to improve value creation in this business-to-business context.

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## **FOOD SYSTEMS FOR AN URBANIZING WORLD**

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[Food & Agriculture Org.](#) **Food Systems for an Urbanizing World** is a joint report prepared by the World Bank and FAO. It aims to stimulate discussion and suggest pathways to support local and national governments, and civil society and private sector actors in their efforts to improve the performance and capacity of food systems. The report describes the diversity and ever-changing nature of food systems, with interlinked traditional, modern and informal channels that respond to different market segments and different consumer preferences. It also underscores the importance of targeting support to the type of city and food system. The task is not an easy one. Data are weak and empirical analysis is weaker. As cities' engagement in urban food issues is relatively new, the institutions, governance mechanisms and capacities needed for effective design, implementation and delivery of this agenda must be strengthened. Finding effective ways to prioritize, mobilize and coordinate contributions from multiple sectors will be essential for achieving food system goals.

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## **THE GRANULARITY OF GROWTH**

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### **HOW TO IDENTIFY THE SOURCES OF GROWTH AND DRIVE ENDURING COMPANY PERFORMANCE**

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[John Wiley & Sons](#) **While growth is a top priority for companies of all sizes, it can be extremely difficult to create and maintain—especially in today's competitive business environment. The Granularity of Growth will put you in a better position to succeed as it reveals why growth is so important, what enables certain companies to grow so spectacularly, and how to ensure that growth comes from multiple sources as you take both a broad and a granular view of your markets.**

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## **HANDBOOK OF RESEARCH ON STRATEGIC SUPPLY CHAIN MANAGEMENT IN THE RETAIL INDUSTRY**

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**IGI Global** Customer satisfaction is a pivotal component to any business that provides goods or services to the public. By effectively managing the flow of products, business can adapt to the growing demands of consumers and deliver successful customer service. The Handbook of Research on Strategic Supply Chain Management in the Retail Industry is an authoritative reference source for the latest scholarly research on properly managing business processes in order to satisfy end-user requirements and increase competitive advantage in the retail marketplace. Highlighting concepts relating to field applications, customer relationships, and current trends in logistics management, this book is ideally designed for business professionals, managers, upper-level students, and researchers interested in innovative strategies and best practices in modern supply chains.

## **SMES AND ECONOMIC INTEGRATION IN SOUTHEAST ASIA**

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**ISEAS-Yusof Ishak Institute** Small and medium-sized enterprises (SMEs) account for about 97-99 per cent of total enterprises and 60-80 per cent of total employment in ASEAN countries. The participation of SMEs is thus crucial for achieving greater regional economic integration amongst ASEAN countries. SMEs are, however, often constrained by many disadvantages that limit their abilities to become importers and exporters. This is well documented in the research literature on trade and firm size. This volume contains selected ASEAN country studies on the participation of SMEs in regional economic integration based on primary microdata. This is supplemented by empirical studies on the role played by East Asian multinational enterprises in the region. "The editors and authors of SMEs and Economic Integration in Southeast Asia are to be congratulated for this major contribution to the scholarly and policy literature on a subject of much public discussion but limited analytical research. The emphasis on economic integration highlights the importance of these firms in Southeast Asia's growing regional and global engagement. The thirteen chapters, by leading authors in the field, comprise both insightful country analyses and careful examination of the links between SMEs and foreign investment." Hal Hill, H.W. Arndt Professor Emeritus of Southeast Asian Economies, Australian National University

## **IMPROVING MARKETING STRATEGIES FOR PRIVATE LABEL PRODUCTS**

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**IGI Global** With changing economic and social environmental conditions and diversified consumer attitudes, national and international competition has increased among retailers. Private label brands have started to follow a dynamic structure in order to adapt themselves to developing environmental conditions. Today, private label products are often mentioned as a mechanism for reaching differentiation in the market and for helping retailers to strengthen consumer loyalty. Improving Marketing

**Strategies for Private Label Products** is a collection of innovative research that examines how some markets are successful and what other markets can do to increase their market share in terms of private label products. It supports in the development of marketing strategies that can help make a private label product more successful. While highlighting topics including e-commerce, national branding, and consumer behavior, this book is ideally designed for marketing professionals, managers, executives, entrepreneurs, business owners, business practitioners, researchers, academicians, and students.

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## **FASHION & LUXURY MARKETING**

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**SAGE** Written by marketing experts, this authoritative and comprehensive full-colour textbook made up of both accessible research and theory, real-world examples and case studies including Prada, Gucci and Burberry, provides students with an overview of the global fashion industry and fashion marketing, strategy, branding, communications, retailing and distribution, as well as the psychological factors involved in consuming fashion and luxury. The role of social media, celebrities and influencers such as Kim Kardashian and Lil Miquela are discussed, as is the ever-increasing role of ethical fashion and sustainability. The authors also offer an expanded view of fashion and luxury by moving beyond just clothing and apparel to include other fashionable and luxurious products and services, including technology. Packed with attractive visuals from fashion and culture, and accompanied by chapter summaries, questions and exercises, this textbook is essential reading for students studying fashion, luxury, marketing, management, retailing, branding and communications. Also provided for educators are supporting PowerPoint slides and an instructor's manual to support use of the textbook with students. Suitable for Fashion Marketing/Fashion Consumer Behaviour modules as well as a general text for Fashion Marketing programmes. The text will also appeal to Luxury programmes (MBA etc) and Retail Marketing modules (UG).

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## **POWER BRANDS**

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### **MEASURING, MAKING, AND MANAGING BRAND SUCCESS**

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**John Wiley & Sons** Brand success can be managed What distinguishes a brand-name product from no-name competitors? How can companies assess and enhance the value of their brands? What steps can executives take to manage their brands successfully? Reliable answers to these and other questions can be found with the proven BrandMatics-Konzept from McKinsey. Now in its third revised and enhanced edition, Power Brands incorporates many recent advances in the field: New research on the evolution of brand relevance - both in B2C and B2B. Two modular additions to the proven brand purchase funnel framework. All-new chapters on brand delivery, MROI, and digital brand management. Dozens of new case studies

- from insights generation to brand promise definition. Six new in-depth interviews with distinguished international brand managers.

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## **SUPPLY CHAIN AND LOGISTICS MANAGEMENT: CONCEPTS, METHODOLOGIES, TOOLS, AND APPLICATIONS**

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### **CONCEPTS, METHODOLOGIES, TOOLS, AND APPLICATIONS**

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[IGI Global](#) Business practices are constantly evolving in order to meet growing customer demands. Evaluating the role of logistics and supply chain management skills or applications is necessary for the success of any organization or business. As market competition becomes more aggressive, it is crucial to evaluate ways in which a business can maintain a strategic edge over competitors. Supply Chain and Logistics Management: Concepts, Methodologies, Tools, and Applications is a vital reference source that centers on the effective management of risk factors and the implementation of the latest supply management strategies. It also explores the field of digital supply chain optimization and business transformation. Highlighting a range of topics such as inventory management, competitive advantage, and transport management, this multi-volume book is ideally designed for business managers, supply chain managers, business professionals, academicians, researchers, and upper-level students in the field of supply chain management, operations management, logistics, and operations research.

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## **INTERNATIONALIZATION OF LUXURY FASHION FIRMS**

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### **EXAMINING THE BUSINESS MODELS OF SMES**

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[Springer Nature](#) Internationalization is an essential component of the business model for luxury fashion companies. Hence, regardless of their size, luxury firms have to develop in foreign markets to seek global demand, build a global image, and manage distribution and communications effectively. Filling a gap in current literature, this book examines the motives, processes, and forms assumed for the internationalization of luxury fashion companies and the relationship between internationalization and business models, with a focus on small and medium-sized enterprises (SMEs) and the specific challenges they face. The book proposes cases of Italian SMEs, being Italy a country that is globally recognized as a key player in the luxury fashion industry. Specifically, the authors link internationalization with business models and discuss the business model of luxury fashion SMEs, characterized by "genetic internationalization". Finally, the authors address the main theoretical and managerial implications emerging from their empirical research and discuss the applicability of this model to luxury companies in general. Offering a comprehensive and in-depth view of luxury fashion SMEs, this book is targeted to students, scholars and practitioners interested in luxury firms, internationalization, and business models.

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## RETAILING IN THE 21ST CENTURY

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### CURRENT AND FUTURE TRENDS

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Springer Science & Business Media **With crisp and insightful contributions from 47 of the world's leading experts in various facets of retailing, Retailing in the 21st Century offers in one book a compendium of state-of-the-art, cutting-edge knowledge to guide successful retailing in the new millennium. In our competitive world, retailing is an exciting, complex and critical sector of business in most developed as well as emerging economies. Today, the retailing industry is being buffeted by a number of forces simultaneously, for example the growth of online retailing and the advent of 'radio frequency identification' (RFID) technology. Making sense of it all is not easy but of vital importance to retailing practitioners, analysts and policymakers.**

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### BIG DATA, ANALYTICS, AND THE FUTURE OF MARKETING & SALES

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**Big Data is the biggest game-changing opportunity for marketing and sales since the Internet went mainstream almost 20 years ago. The data big bang has unleashed torrents of terabytes about everything from customer behaviors to weather patterns to demographic consumer shifts in emerging markets. This collection of articles, videos, interviews, and slideshares highlights the most important lessons for companies looking to turn data into above-market growth: Using analytics to identify valuable business opportunities from the data to drive decisions and improve marketing return on investment (MROI) Turning those insights into well-designed products and offers that delight customers Delivering those products and offers effectively to the marketplace. The goldmine of data represents a pivot-point moment for marketing and sales leaders. Companies that inject big data and analytics into their operations show productivity rates and profitability that are 5 percent to 6 percent higher than those of their peers. That's an advantage no company can afford to ignore.**

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### DESIGNING SMART AND RESILIENT CITIES FOR A POST-PANDEMIC WORLD

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#### METROPANDEMIC REVOLUTION

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Taylor & Francis **Are pandemics the end of cities? Or do they present an opportunity for us to reshape cities in ways making us even more innovative, successful, and sustainable? Pandemics such as COVID-19 (and comparable disruptions) have caused intense debates over the future of cities. Through a series of investigative studies, Designing Smart and Resilient Cities for a Post-Pandemic World: Metropandemic Revolution seeks to critically discuss and compare different cases, innovations and approaches as to how cities can utilise nascent and future digital technology and/or new strategies in order to build stronger resilience to**

**better tackle comparable large-scale pandemics and/or disruptions in the future. The authors identify ten separate societal areas where future digital technology can impact resilience. These are discussed in individual chapters. Each chapter concludes with a set of proposed "action points" based on the conclusions of each respective study. These serve as solid policy recommendations of what courses of action to take to help increase the resilience in smart cities for each designated area. Securing resilience and cohesion between each area will bring about the metropandemic revolution. The book features a foreword by Nobel laureate Peter C. Doherty and an afterword by Professor of Urban Technologies, Carlo Ratti. It provides fresh and unique insights on smart cities and futures studies in a pandemic context, offers profound reflections on contemporary societal functions and the needs to build resilience and combines lessons learned from historical pandemics with possibilities offered by future technology.**

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## **HEDONISM, UTILITARIANISM, AND CONSUMER BEHAVIOR**

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### **EXPLORING THE CONSEQUENCES OF CUSTOMER ORIENTATION**

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Springer Nature **This book investigates the effects of utilitarian and hedonic shopping behavior, drawing on original empirical research. Consumers have been shown to shop in one of two ways: they are either mainly driven by fun, escapism, and variety, or by need and efficiency. While previous literature has focused on the drivers of hedonic or utilitarian shopping, this book explores the consequences of these styles of shopping and addresses their impact on perceived value, money spent, and willingness to return to the store in future. The author synthesizes theories from previous studies, applying them to two key retailing contexts - intensive distribution and selective distribution. Ultimately, this book highlights the need for retailers to adopt a more consumer-based perspective to improve shopping experiences. It will prove useful for academics who want to gain a better understanding of hedonic and utilitarian behavior, and also offers practitioners with useful insights on how to target different customer segments.**

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## **NO ORDINARY DISRUPTION**

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### **THE FOUR GLOBAL FORCES BREAKING ALL THE TRENDS**

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PublicAffairs **Our intuition on how the world works could well be wrong. We are surprised when new competitors burst on the scene, or businesses protected by large and deep moats find their defenses easily breached, or vast new markets are conjured from nothing. Trend lines resemble saw-tooth mountain ridges. The world not only feels different. The data tell us it is different. Based on years of research by the directors of the McKinsey Global Institute, No Ordinary Disruption: The Four Forces Breaking all the Trends is a timely and important analysis of how we need to reset our intuition as a result of four forces colliding and transforming the global**

economy: the rise of emerging markets, the accelerating impact of technology on the natural forces of market competition, an aging world population, and accelerating flows of trade, capital and people. Our intuitions formed during a uniquely benign period for the world economy—often termed the Great Moderation. Asset prices were rising, cost of capital was falling, labour and resources were abundant, and generation after generation was growing up more prosperous than their parents. But the Great Moderation has gone. The cost of capital may rise. The price of everything from grain to steel may become more volatile. The world's labor force could shrink. Individuals, particularly those with low job skills, are at risk of growing up poorer than their parents. What sets *No Ordinary Disruption* apart is depth of analysis combined with lively writing informed by surprising, memorable insights that enable us to quickly grasp the disruptive forces at work. For evidence of the shift to emerging markets, consider the startling fact that, by 2025, a single regional city in China—Tianjin—will have a GDP equal to that of the Sweden, of that, in the decades ahead, half of the world's economic growth will come from 440 cities including Kumasi in Ghana or Santa Carina in Brazil that most executives today would be hard-pressed to locate on a map. What we are now seeing is no ordinary disruption but the new facts of business life—facts that require executives and leaders at all levels to reset their operating assumptions and management intuition.

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## **THE EXPERIENCE WHEN BUSINESS MEETS DESIGN**

John Wiley & Sons Welcome to a new era of business in which your brand is defined by those who experience it. Do you know how your customers experience your brand today? Do you know how they really feel? Do you know what they say when you re not around? In an always-on world where everyone is connected to information and also one another, customer experience is your brand. And, without defining experiences, brands become victim to whatever people feel and share. In his new book *X: The Experience When Business Meets Design* bestselling author Brian Solis shares why great products are no longer good enough to win with customers and why creative marketing and delightful customer service too are not enough to succeed. In *X*, he shares why the future of business is experiential and how to create and cultivate meaningful experiences. This isn't your ordinary business book. The idea of a book was re-imagined for a digital meets analog world to be a relevant and sensational experience. Its aesthetic was meant to evoke emotion while also giving new perspective and insights to help you win the hearts and minds of your customers. And, the design of this book, along with what fills its pages, was done using the principles shared within. Brian shares more than the importance of experience. You'll learn how to design a desired, meaningful and uniform experience in every moment of truth in a fun way including: How our own

experience gets in the way of designing for people not like us Why empathy and new perspective unlock creativity and innovation The importance of User Experience (UX) in real life and in executive thinking The humanity of Human-Centered Design in all you do The art of Hollywood storytelling from marketing to product design to packaging Apple's holistic approach to experience architecture The value of different journey and experience mapping approaches The future of business lies in experience architecture and you are the architect. Business, meet design. X

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## **HANDBOOK ON URBAN FOOD SECURITY IN THE GLOBAL SOUTH**

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Edward Elgar Publishing The ways in which the rapid urbanization of the Global South is transforming food systems and food supply chains, and the food security of urban populations is an often neglected topic. This international group of authors addresses this profound transformation from a variety of different perspectives and disciplinary lenses, providing an important corrective to the dominant view that food insecurity is a rural problem requiring increases in agricultural production.

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## **STRATEGIC FASHION MANAGEMENT**

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### **CONCEPTS, MODELS AND STRATEGIES FOR COMPETITIVE ADVANTAGE**

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Routledge **Strategic Fashion Management: Concepts, Models and Strategies for Competitive Advantage** is a highly accessible book providing a unique look into the strategic drivers of the dynamic and ever-growing fashion industry. Derived from the knowledge gap in quality strategic fashion management literature, this book blends theory with a variety of examples and uses 18 case studies to help bring to life contemporary topics faced by senior executives. The analysis is highly global in nature and aims to accelerate the strategic skills required to navigate the industry and contribute to a firm's growth. Using copious examples from across the world, this book provides in-depth discourse and progressive theoretical concepts and strategies which readers will be able to apply immediately to their studies or practices. The book is particularly suitable for final-year undergraduate and postgraduate students studying fashion management or marketing, as well as those on MBA and international business courses who wish to understand more about the fashion ecosystem. It is also designed to serve as an important reference for executives who are interested in conceptualising strategic issues that are pertinent to the industry.

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## **ECEL 2016 - PROCEEDINGS OF THE 15TH EUROPEAN CONFERENCE ON E- LEARNING**

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Proceedings of the 15th European Conference on e- Learning (ECEL 2016)

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## BIG DATA

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### THE NEXT FRONTIER FOR INNOVATION, COMPETITION, AND PRODUCTIVITY

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### DAS E-FOOD-BUCH

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### MÄRKTE - PLAYER -STRATEGIEN

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[dfv Mediengruppe Fachbuch](#) **E-Food. Ein Megatrend mit zweistelligen Wachstumsraten pro Jahr. Von Modernisten als "Next Big Thing", von Traditionalisten mit Angst betrachtet. Geht es doch um eins: Die letzte analoge Bastion des Handels mit immenser Sprengkraft aufzubrechen. Neben Großen wie Amazon, Rewe, oder HelloFresh mischen Mittelständler und Start-ups wie Picnic den Markt und klassische Modelle mit neuen Ansätzen erfolgreich auf. Doch die "Königsdisziplin des E-Commerce" ist kein Selbstläufer. Komplexe Prozesse, Kühlketten, gesetzliche Vorschriften, kurze Haltbarkeiten und geringe Margen machen E-Food zur Challenge. Hier setzt das E-Food-Buch an: Praktiker und Neueinsteiger erhalten ein Handbuch, das Komplexität und Stolpersteine im E-Food anschaulich mit Best Practices aus aller Welt aufzeigt und umsetzbare Lösungen präsentiert. "Ein griffiges, anschauliches und praxisnahes Handbuch" Mirko Warschun, Managing Director Kearney "Jeder Gründer, Konzernleiter oder Berater sollte sich die Zeit nehmen, um dieses Buch zu lesen!" Dominic Mehr, CEO Miacar**

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## BEYOND PERFORMANCE

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### HOW GREAT ORGANIZATIONS BUILD ULTIMATE COMPETITIVE ADVANTAGE

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[John Wiley & Sons](#) **The secret of achieving and sustaining organizational excellence revealed In an ever-changing world where only a third of excellent organizations stay that way over the long term, and where even fewer are able to implement successful change programs, leaders are in need of big ideas and new tools to thrive. In Beyond Performance, McKinsey & Company's Scott Keller and Colin Price give you everything you need to build an organization that can execute in the short run and has the vitality to prosper over the long term. Drawing on the most exhaustive research effort of its kind on organizational effectiveness and change management, Keller and Price put hard science behind their big idea: that the health of an organization is equally as important as its performance. In the book's foreword, management guru Gary Hamel refers to this notion as "a new manifesto for thinking about organizations." The authors illustrate why copying management best practices from other companies is more dangerous than helpful Clearly explains how to determine the mutually reinforcing combination of management practices that best fits**

your organization's context Provides practical tools to achieve superior levels of performance and health through a staged change process: aspire, assess, architect, act, and advance. Among these are new techniques for dealing with those aspects of human behavior that are seemingly irrational (and therefore confound even the smartest leaders), yet entirely predictable. Ultimately, building a healthy organization is an intangible asset that competitors copy at their peril and that enables you to skillfully adapt to and shape your environment faster than others—giving you the ultimate competitive advantage.

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## **HANDBOOK OF RESEARCH ON GLOBAL PERSPECTIVES ON INTERNATIONAL ADVERTISING**

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IGI Global International advertising is an important discipline in social sciences studies and though many books and articles have been published surrounding international advertising, only a few of them contain information about the advertising industry related to specific international countries and regions. Additional consideration on how advertising is utilized across the world is vital to understand the current best practices, challenges, and opportunities in the marketing field. The Handbook of Research on Global Perspectives on International Advertising considers various perspectives on international advertising through global and local lenses and discusses strategies and tactics of advertising across the globe. Covering topics such as branding, political advertising, cultural features, and tourism advertising, this reference work is ideal for industry professionals, academicians, practitioners, researchers, scholars, instructors, and students.

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## **INTERNET RETAILING AND FUTURE PERSPECTIVES**

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Taylor & Francis Since the first edition of this landmark textbook, online shopping has grown exponentially to the point that it now threatens to eclipse the high street. With online retail offering both advantages and challenges that are distinct from traditional commerce, this textbook provides new approaches to retailing and as such helps readers to take advantage of new digital technologies. This long-awaited new edition provides a thorough and substantial update to its solid core principle of digital retailing and its relationship with conventional retail methods. These principles are explained clearly and practically to provide students, entrepreneurs and researchers with a reliable guide to the implementation and operation of a successful online retailing business. Updates to this edition include: Search engine marketing and search engine optimization. New and updated case studies, including Tesco's virtual store, Ray-Ban's smart mirror, IKEA's mobile catalogue and Nordstrom's TextStyle. Social networks and electronic word-of-mouth communication. A new chapter on ubiquitous retailing. A brand new companion website to support tutors. With accessibly written features such as key learning points, questions,

think points and further reading, Internet Retailing and Future Perspectives is ideal for anyone using, studying or researching digital commerce.

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## **DIGITALIZATION: THE CONSUMER IN THE DIGITAL AGE, E-COMMERCE AND ASYMMETRIC INFORMATION, CHANCES AND RISKS FOR SMALL AND MIDSIZE COMPANIES IN THE BTOC RETAIL BUSINESS**

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GRIN Verlag Doctoral Thesis / Dissertation from the year 2016 in the subject Business economics - Business Management, Corporate Governance, Comenius University in Bratislava (Management), language: English, abstract: The present work explores the impact of the global megatrend of digitalization on the business model of small and midsize companies, especially on retail. Fundamentally, the revolutionized search and purchasing behavior of consumers is in the center of the analysis. Businesses around the world need to adapt to the digital consumer, otherwise they will simply be consolidated. The core question this work tries to answer, is the further development of online purchase behavior, precisely the hypothesis, that only online purchase will stagnate or even slow down for certain product categories. In order to have a better understanding of the current situation among small and midsize companies on the knowledge about digitalization, an online survey with more than 100 participating leaders from retail companies has been executed. The main part for discussing the hypothesis is based on the model of asymmetric information between buyers and seller, the Principal Agent Theory by Georg Akerlof. Information asymmetry is the key to understand different aspects that impact on e-commerce. Key leavers (selected) to influence information search and purchase are big data, social isolation, cyber crime and aggressive marketing. One of the conclusions is, that The Principal Agent Theory, developed quite a long time before digitalization began, is still valid and there are different pros and cons in "the old" and the digital world, in regard to asymmetric information. Truly digitalization is unstoppable, but for certain products and industries, online purchase behavior will stagnate or decrease. The model of asymmetric information permits clear recommendations and guidance for small and midsize companies to evaluate urgency to adapt digital consumer purchase behavior. Key words: digitalization, e-commerce, digital convergence, information asymmetry, Principal Agent Theory, digital consumer, omni-channel retail