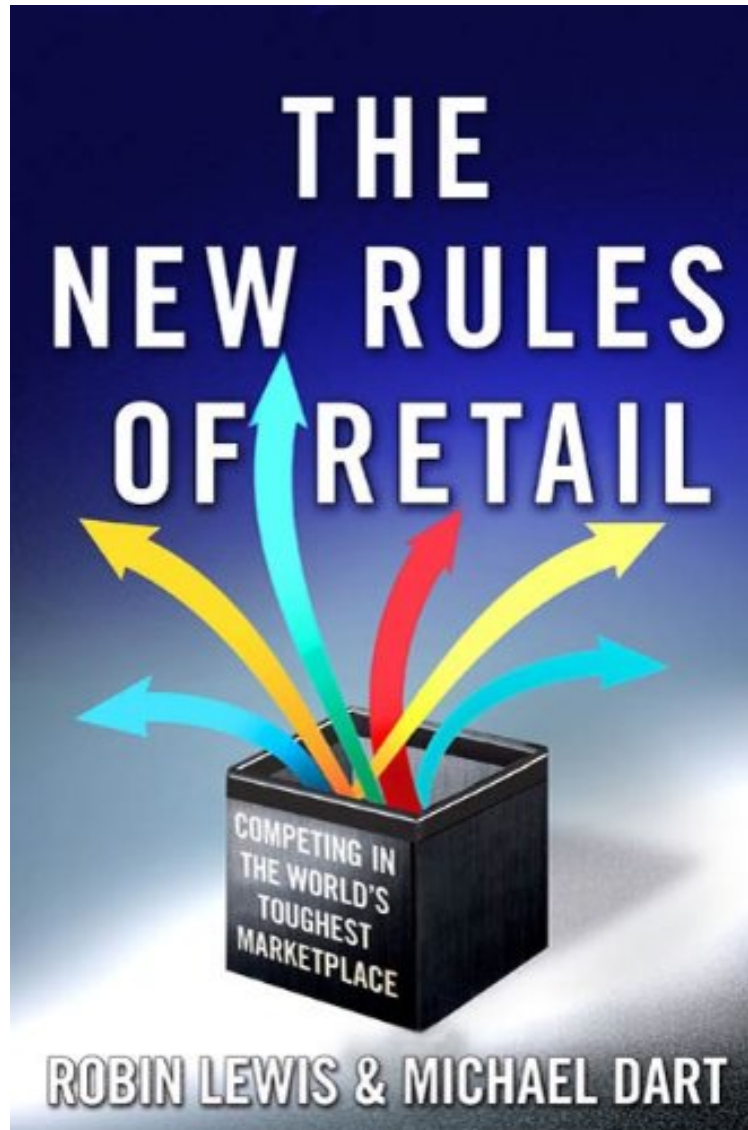


# The New Rules of Retail: Competing in the World's Toughest Marketplace

*Robin Lewis, Michael Dart*

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**Robin Lewis, Michael Dart : The New Rules of Retail: Competing in the World's Toughest Marketplace** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The New Rules of Retail: Competing in the World's Toughest Marketplace:

3 of 3 people found the following review helpful. Great for seeing the external trends of how consumers and shopping are changing By Tom Sales I purchased and read this book along with "Non Obvious: How to Think Different, Curate Ideas Predict the Future." Many of the ideas the authors of "The New Rules of Retail" present from the perspective of

what retailers are doing to attract the new consumer dovetailed nicely with the trends the author of Non Obvious proposed. You could see why we may be moving to a showroom / online mentality from the sellers' and buyers' perspective. I'm working with a retailer that has just gone national and they are looking for ways to bring together disparate acquisitions and once-competing brands into a multi-brand national company. It's one thing to look at how these different cultures may fit together and how we can integrate our selling and delivery processes to offer the best of what all used to offer. It's quite another thing to consider the external forces and trends that will eventually determine if this company is successful. "The New Rules of Retail" does a good job of laying out the directions that will be required to make this happen. 0 of 0 people found the following review helpful. A must read! By Edwin F. Tabor  
Great way to portrait the history of the Massive retail 0 of 0 people found the following review helpful. Always like to read the latest and greatest of who's doing ... By Roger S. Banas  
Always like to read the latest and greatest of who's doing what and how. Validates current thoughts and ideas already in practice and helps to point out the less than obvious to try on someone else's research dime. Put in practice immediately! Omnichannel rules.

The retail world is undergoing a fundamental transformation. Rapidly evolving technology, globalization, and a saturated marketplace offer consumers instant access to thousands of equally compelling products and services, creating unprecedented levels of expectation. The impact of these changes is so profound that 50 percent of today's retailers and consumer companies will not survive it. Traditional business models will become extinct, and the relationship between vendors and consumers will shift dramatically. Here, industry experts Robin Lewis and Michael Dart identify the forces behind these changes and look at the retail heroes of today and tomorrow to see how their business models are responding to the modern marketplace. They profile industry giants such as VF Corporation (owner of Wrangler and The North Face), Starbucks, and Ralph Lauren, as well as cutting-edge favorites like Apple, Gilt Groupe, and Amazon, to uncover why some retailers are so successful at reaching today's increasingly elusive and demanding customer while others miss the mark by a mile. What they find are three crucial factors that determine whether businesses win or lose: \*Neurological Connectivity -- creating an addictive, irresistible shopping experience, from preshopping anticipation to consumption satisfaction\* Preemptive Distribution -- using all possible distribution platforms to access consumers ahead of the competition\* Value Chain Control -- vertically integrating control of a company's entire value chain, from creation through point of sale, for maximum delivery on the brand promise This essential formula, Lewis and Dart argue, is responsible for virtually every retail success story of the past few decades. So while the landscape may never look the same, The New Rules of Retail gives business leaders the tools they need to not only survive, but thrive.