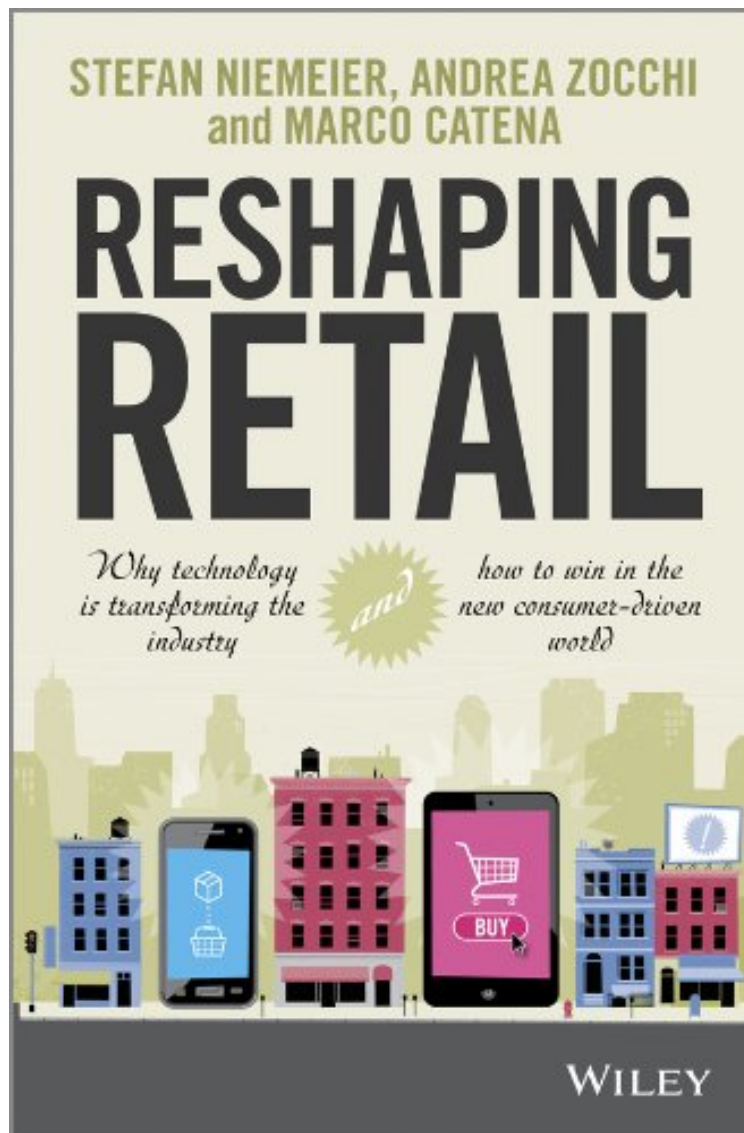


[Library ebook] Reshaping Retail: Why Technology is Transforming the Industry and How to Win in the New Consumer Driven World

## Reshaping Retail: Why Technology is Transforming the Industry and How to Win in the New Consumer Driven World

*Stefan Niemeier, Andrea Zocchi, Marco Catena*  
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**Stefan Niemeier, Andrea Zocchi, Marco Catena : Reshaping Retail: Why Technology is Transforming the Industry and How to Win in the New Consumer Driven World** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Reshaping Retail: Why Technology is Transforming the Industry and How to Win in the New Consumer Driven World:

1 of 4 people found the following review helpful. Lousy Read. Shallow knowledgeBy Cedric MuiContent is very

superficial. And outdated in terms of technological adoption. Seems like author is out to make a quick buck. 1 of 1 people found the following review helpful. Dynamic analysis and interesting insight  
By Siro  
The book gives to the reader a dynamic approach, starting from an historical and evolutionary framework. It makes a review of the principal trends when it comes to retail industry and technology, giving insight about what could be different developments in the next future. Very clear and well structured, the book ends with implications for managers and ways to put in action what described before. Nevertheless it has a "best practices" approach, it keeps a conceptual appealing sharpening the dynamic evolution of retail industry due to technology innovation. 1 of 3 people found the following review helpful. IT you say?  
By She Knows  
If the book claims to be about technology, and about convincing retailers to 'react' and 'adapt' - they should avoid discussing issues beyond the expertise of the authors or seek this expertise from others - opening the book with a historical perspective on retail is a huge faux pas for this book - especially when on page 11 they claim that it was not until the 15th century that goods from India arrived in EU - they skipped entire history of the ME whereby the Ottoman Empire, Turkey today, had established one of the world largest shopping center in the world..... 5000 shops - gardens and hotels - and it was the Arabs via the Silk Road trade and travel that introduced such "retail format" which actually existed as far as back as the Carthaginians in North Africa.... so please take these ethnocentric pair of glasses you see the world through before you 'lecture' any retailer - especially the global ones who probably know the stuff I just said

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.

“A fascinating book about the new realities of retail. The connected consumer is in control and businesses that put them first with a seamless experience of their brand across channels, countries and screens will continue to win.”  
—Peter Fitzgerald, Director of Retail, Technology and Media, Google  
“Digital technologies and empowered consumers are truly reshaping retail. This book is an insightful and practical guide to the revolutionary forces at work in the industry today. It will help retailers all around the world navigate past the challenges and capture the opportunities awaiting as retail becomes a digital business.”  
—Andrew McAfee, MIT Sloan School of Management  
“This book is a highly interesting read for every retail executive who wants to understand the implications of the new consumer-driven world.”  
—Christoph Luuml;ke Schelhowe, Zalando  
“Reshaping Retail is not only a thorough and timely research project, but also a fascinating vehicle for presenting scenarios and insights regarding the evolution of retail in the coming years. Moreover it helps to clearly understand how technology and innovation will change competition paradigms, consumers’ behaviour and the rules of the game. These trends will be a big challenge for retailers that, thanks also to the authors’ contribution, can be faced with new and convincing interpretation tools.”  
—Massimo Bongiovanni, President, Coop Centrale Adriatica  
From the Back Cover  
The retail industry is in the grip of a revolution powered by digital technology. This will be as big in its effects as the mercantile revolution that saw the birth of retailing as we know it, and the Industrial Revolution that kicked off the modern era. Reshaping Retail analyzes the origins and effects of the digital revolution in retail and offers clear solutions for retail leaders of today. Combining frontline dispatches from retailers and technologists across the world with the day-to-day client service experiences of the authors, it clearly demonstrates how customer empowerment now threatens all of the means of value creation which have underpinned an entire industry sector. Technology has gone from supporting and enabling the retail business system to subverting it. This comprehensive review outlines the possible retail landscape of the near future and offers urgent, practical advice

about the transformation retailers must undertake to survive. About the Author Stefan Niemeier is a Director of McKinsey Company and leads its European "Technology in Retail" group. He has advised retailers around the globe and across many retail sub-sectors. Stefan holds a PhD in Economics and a Master in Business Administration. Andrea Zocchi is a Director of McKinsey Company where he leads the Consumer Practice in Southern Europe. Andrea is also an adjunct professor at IMT - Institute for Advanced Studies - in Lucca (Italy), where he holds a course on advanced problem-solving techniques for PhD students. Andrea holds a degree in Mechanical Engineering and prior to joining McKinsey, he worked for Hewlett Packard Italy. Marco Catena is an Associate Principal of McKinsey Company. He works with retail and mobile telecommunications players on commercial and performance transformation topics. Marco holds a PhD in Industrial Management and a Degree in Management Engineering.