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management, [2014]

This book is devoted to the dynamic development of retailing. The focus is on various strategy

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concepts adopted by retailing companies and their implementation in practice. This is not a traditional textbook or collection of case studies; it aims to demonstrate the complex and manifold questions of retail management in the form of twenty lessons, where each

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lesson provides a thematic overview of key issues and illustrates them via a comprehensive case study. The examples are all internationally known retail companies, to facilitate an understanding of what is involved in strategic retail management and illustrate best

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practices. In the third edition, all chapters were revised and updated. Two new chapters were added to treat topics like corporate social responsibility as well as marketing communication. All case studies were replaced by new ones to reflect the most recent developments.

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Well-known retail companies from different countries, like Tesco, Zalando, Hugo Boss, Carrefour, Amazon, Otto Group, are now used to illustrate particular aspects of retail management.

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sense of it all is not easy but of vital importance to retailing practitioners, analysts and policymakers.

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growth of mobile shopping, the retail business environment has had to evolve dramatically in recent years. Dhruv Grewal believes that this change in the retail market means the marketing mix, or 4Ps definition – place, price, product, and promotion, must be transformed. In its

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place, Grewal introduces the 5Es retail Management framework. A new perspective for retailers to follow in order to be innovative and to ensure ongoing success. The book provides insights and ideas from retailers across the world to reinforce this new perspective, and

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Management offers direct examples of best practice from leading retailers such as Amazon, Victoria's Secret, Kroger, Tesco, Zara and Groupon, amongst others. Online resources include PowerPoint Slides, Video links and Testbank Suitable reading for students of retail marketing.

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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

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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

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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,

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above all,
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technological terms.

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out the driving
causes, current trends
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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

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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

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Management, 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

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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

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