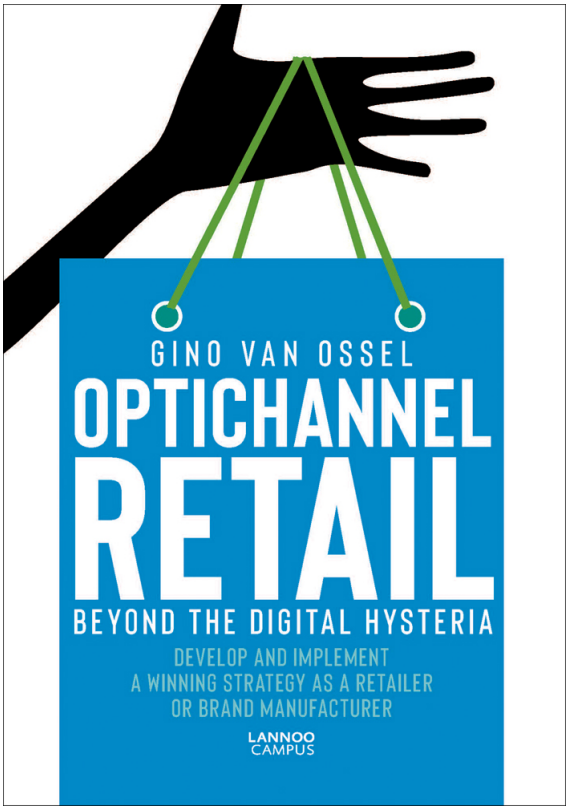
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# Optichannel Retail. Beyond the Digital Hysteria

## Develop and Implement a Winning Strategy as a Retailer or Brand Manufacturer

### Gino Van Ossel

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- Accessible and complete overview on retail, separating hype from actual trends
- Straightforward steps towards a winning strategy
- A practical view, focused on concrete solutions and opportunities

The digital revolution has made customers more demanding than ever. Speed, transparency and hyper-personalisation are the new norm. More and more brand manufacturers are now selling in their own stores and webshops are selling directly to consumers in increasing quantities. In the meantime, new technologies are heralding the next phase of seismic change. In this book, Gino Van Ossel introduces the concept of optichannel, which will guide retailers, brand manufacturers and service companies through and beyond the current wave of digital hysteria. Using recognisable examples, he offers a realistic view of the retail landscape of the future and sets out a practical framework for a successful strategy that combines profit, competitiveness and customer focus.

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