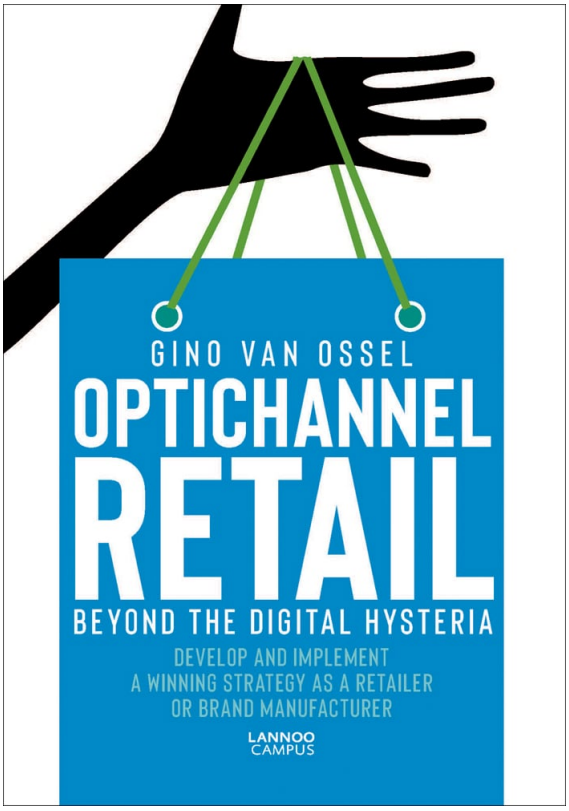
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Tel: +1 212 645 1111
Email: ussales@accartbooks.com
Web: https://www.accartbooks.com/us



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-personalization 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 recognizable 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.

Gino Van Ossel is Professor of Retail Management at the Vlerick Business School. He is one of Europe's top experts in the field of retail management, shopping behaviour and omnichannel. He advises trendsetting retailers and brand manufacturers, and is much in demand as a speaker, both at home and abroad. His previous book *Omnichannel in Retail* was chosen in the Netherlands as both the Management and Marketing Book of the Year.

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