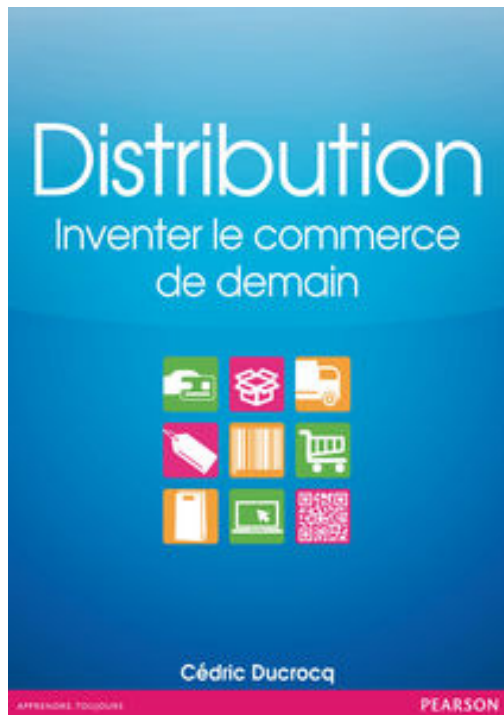


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Download or Read Online Distribution Cédric Ducrocq Free eBook PDF/ePub/Mobi/Mp3/Txt, Généralisation du e-commerce, multiplication des parcours cross-canaux, complexification de l'univers du retail... Le commerce traditionnel vit ses dernières années et il est grand temps de repenser les modèles commerciaux ! Quels défis attendent le commerce de demain ? Comment penser, organiser et manager l'entreprise de distribution pour les dix prochaines années ? Comment continuer à séduire un client qui réduit sans cesse ses dépenses ? Comment optimiser le concept de magasin alors que les ventes se déplacent sur Internet ? Dans un monde digital, à quoi serviront les magasins ?

Cédric Ducrocq explore ici de nouvelles voies pour le commerce de demain et identifie les conditions de succès en termes de stratégie, d'organisation, de format et de marketing. Enrichi de nombreux exemples (Leroy-Merlin, Amazon, Décathlon, Zappos, E.Leclerc...) et d'interviews

exclusives de grands patrons de la distribution (Vianney Mulliez, Serge Papin, François Lemarchand, Régis Schultz...), cet ouvrage à la fois conceptuel et ancré dans la pratique vient éclairer les choix des dirigeants du secteur pour les prochaines années.

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