

# Perspectives on retail and consumer goods

Number 5, Winter 2016/17



# Perspectives On Retail And Consumer Goods Mckinsey

**Elaine L Ritch,Catherine Canning,Julie  
McColl**

## **Perspectives On Retail And Consumer Goods McKinsey:**

*Das E-Food-Buch* Matthias Schu, 2021-02-24 E Food Ein Megatrend mit zweistelligen Wachstumsraten pro Jahr Von Modernisten als Next Big Thing von Traditionalisten mit Angst betrachtet Geht es doch um eins Die letzte analoge Bastion des Handels mit immenser Sprengkraft aufzubrechen Neben Gro en wie Amazon Rewe oder HelloFresh mischen Mittelständler und Start ups wie Picnic den Markt und klassische Modelle mit neuen Ans tzen erfolgreich auf Doch die K nigsdisziplin des E Commerce ist kein Selbstl ufer Komplexe Prozesse K hlketten gesetzliche Vorschriften kurze Haltbarkeiten und geringe Margen machen E Food zur Challenge Hier setzt das E Food Buch an Praktiker und Neueinsteiger erhalten ein Handbuch das Komplexit t und Stolpersteine im E Food anschaulich mit Best Practices aus aller Welt aufzeigt und umsetzbare L sungen pr sentiert Ein griffiges anschauliches und praxisnahes Handbuch Mirko Warschun Managing Director Kearney Jeder Gr ander Konzernleiter oder Berater sollte sich die Zeit nehmen um dieses Buch zu lesen Dominic Mehr CEO Miacar

*Luxusmarkenmanagement* Werner M. Thieme, 2016-12-06 Dieses Handbuch gibt einen berblick ber die Grundlagen und Besonderheiten der Luxusmarkenf hrung Luxusunternehmen stehen kontinuierlich vor der schwierigen Aufgabe ihre starken von traditionellen Werten und handwerklicher Perfektion gepr gten Luxusmarken innovativ und nachhaltig weiterzuentwickeln Daf r ist es notwendig die geeigneten Anpassungen vorzunehmen sowie die richtige Balance zu finden zwischen Tradition und Innovation und zwischen Exklusivit t und Zug nglichkeit der Luxusmarke Damit der luxury dream wirksam werden kann hat das Management und Marketing besonderen Regeln zu folgen Die Darstellung dieser Spezifika sowie der Erfolgsfaktoren des Luxusmarkenmanagements ist das Ziel dieses Buches Renommierte Autoren aus Wissenschaft und Praxis nehmen in 28 Beitr gen aus internationaler Perspektive Stellung zu aktuellen Herausforderungen und vermitteln mit welchen Strategien und Instrumenten ein erfolgreiches Management der Luxusmarke m glich ist div

Opportunities and Challenges of Business 5.0 in Emerging Markets Dadwal, Sumesh, Kumar, Pawan, Verma, Rajesh, Singh, Gursimranjit, 2023-03-21 It seems that when businesses were finally understanding implementing and getting used to industry 4.0 the term 5.0 came about Industry 5.0 takes human touch innovation and efficiency a step further in creating a turnaround strategy for corporate governance This transformation has brought many questions to the minds of stakeholders such as when and why this happened In order to explore the answers to these questions further study is required to understand the prospects and challenges Opportunities and Challenges of Business 5.0 in Emerging Markets discusses the present state and future outlooks of Business 5.0 and aims to achieve comprehensive insights on the implications of Business 5.0 in the emerging markets The book also provides insights to marketers entrepreneurs and practitioners to unravel the opportunities and mitigate the challenges in the competitive world Covering key topics such as big data e-commerce and value creation this reference work is ideal for policymakers business owners managers industry professionals researchers scholars practitioners academicians instructors and students

**Pioneering New Perspectives in the Fashion Industry**

Elaine L Ritch,Catherine Canning,Julie McColl,2023-05-18 Tailored for fashion students and equally relevant for fashion professionals Pioneering New Perspectives in the Fashion Industry Disruption Diversity and Sustainable Innovation presents a ground breaking comprehensive and cutting edge analysis of the challenges and opportunities reshaping the global fashion industry

*The Impact of Digitalization on Current Marketing Strategies* Luis Matosas-López,2024-03-14 Digitalization completely has transformed marketing It has changed consumption habits consumer behaviour and purchasing processes In addition it has modified marketing strategies tactics and processes offering a wide range of mechanisms that allow companies of all types and sizes to enhance their commercial actions

**Digital Marketing Strategies for Fashion and Luxury Brands** Ozuem, Wilson,Azemi, Yllka,2017-10-31 Online shopping has become increasingly popular due to its availability and ease As a result it is important for companies that sell high end products to maintain the same marketing success as companies selling more affordable brands in order keep up with the market Digital Marketing Strategies for Fashion and Luxury Brands is an essential reference source for the latest scholarly research on the need for a variety of technologies and new techniques in which companies and brand managers can promote higher end products Featuring coverage on a broad range of topics and perspectives such as brand communication mobile commerce and multichannel retailing this publication is ideally designed for managers academicians and researchers seeking current material on effectively promoting more expensive merchandise using technology

*Fashion & Luxury Marketing* Michael R. Solomon,Mona Mrad,2022-04-14 Written by marketing experts this authoritative and comprehensive full colour textbook made up of both accessible research and theory real world examples and case studies including Prada Gucci and Burberry provides students with an overview of the global fashion industry and fashion marketing strategy branding communications retailing and distribution as well as the psychological factors involved in consuming fashion and luxury The role of social media celebrities and influencers such as Kim Kardashian and Lil Miquela are discussed as is the ever increasing role of ethical fashion and sustainability The authors also offer an expanded view of fashion and luxury by moving beyond just clothing and apparel to include other fashionable and luxurious products and services including technology Packed with attractive visuals from fashion and culture and accompanied by chapter summaries questions and exercises this textbook is essential reading for students studying fashion luxury marketing management retailing branding and communications Also provided for educators are supporting PowerPoint slides and an instructor s manual to support use of the textbook with students Suitable for Fashion Marketing Fashion Consumer Behaviour modules as well as a general text for Fashion Marketing programmes The text will also appeal to Luxury programmes MBA etc and Retail Marketing modules UG

**Circular Economy and Re-Commerce in the Fashion Industry** Shrivastava, Archana,Jain, Geetika,Paul, Justin,2020-06-19 The apparel industry has the scale reach and technical expertise to deliver on target sustainable development goals within the industry s sphere of influence in its interconnected global and local value chains From the farm

to the consumer the textile retail and apparel production industry has an array of economic environmental social and governance impacts In order to meet sustainable goals the industry is challenged to buy and produce goods and services that do not harm the environment society and the economy Circular Economy and Re Commerce in the Fashion Industry is a pivotal reference source that explores and proposes solutions for best practices to meet sustainable development goals in the fashion industry and provides guidelines for assessing the technological landscape and modeling sustainable business practices Highlighting a wide range of topics including digital marketing consumer behavior and social and legal perspectives this book is ideally designed for suppliers brand managers retailers multinational investors marketers executives designers manufacturers policymakers researchers academicians and students

### **Handbook of Research on the Platform**

**Economy and the Evolution of E-Commerce** Ertz, Myriam,2021-10-15 In the past two decades research on electronic commerce and platforms has thrived Tremendous academic research has been conducted on this specific concept Over the last decade with the rise of applications and mobile technology that stream of research has extended to the collaborative economy more colloquially known as the sharing economy The commonality between e commerce and collaborative consumption being that they both occur online and rely predominantly on platforms The Handbook of Research on the Platform Economy and the Evolution of E Commerce is a comprehensive reference book offering a holistic perspective of the platform economy by connecting the e commerce and collaborative economy streams into a common framework As such this integrated perspective offers a clearer understanding of the key trends in research and in managerial action as well as an agenda for future studies and practice This handbook emphasizes how the digital transition will create an increased merging between physical and digital activities as well as the challenges and opportunities pertaining to this trend Covering topics including sharing economy Marketing 4.0 and digital applications this book is essential for marketers managers executives students researchers and academicians

### **Handbook of Research on Strategic Supply Chain Management in the**

**Retail Industry** Kamath, Narasimha,Saurav, Swapnil,2016-02-09 Customer satisfaction is a pivotal component to any business that provides goods or services to the public By effectively managing the flow of products business can adapt to the growing demands of consumers and deliver successful customer service The Handbook of Research on Strategic Supply Chain Management in the Retail Industry is an authoritative reference source for the latest scholarly research on properly managing business processes in order to satisfy end user requirements and increase competitive advantage in the retail marketplace Highlighting concepts relating to field applications customer relationships and current trends in logistics management this book is ideally designed for business professionals managers upper level students and researchers interested in innovative strategies and best practices in modern supply chains

### ***Exploring Innovation in a Digital World***

Federica Ceci,Andrea Prencipe,Paolo Spagnoletti,2021-10-25 Innovation is occurring at a rapid pace in digital work and demands increasing attention from academic scholars In line with this demand this book aims to provide an overview of

recent advances in studies of innovation and technology in the digital space The book addresses the cultural elements influencing the diffusion and adoption of digital technologies the pervasive role of social media the organizational challenges of digital transformations and finally specific emerging technologies such as artificial intelligence and distributed ledger technology The plurality of views offered makes this book particularly relevant to practitioners academics and policymakers and provides an up to date view of the latest developments in Information Systems It gathers a selection of the best papers double blind peer reviewed presented at the annual conference of the Italian AIS Chapter in October 2020 in Pescara Italy

*The Report: Nigeria 2016* Oxford Business Group,2016-10-06 Nigeria is the largest economy in Africa with a GDP of 487bn in 2015 according to the World Bank The country asserted the mantle of the continent s largest economy in 2013 following a rebasing exercise However its large population means that Nigeria remains a comparatively poor country in per capita terms with a lower GDP per capita than several of its sub Saharan neighbors Following a real GDP contract of 1 5% in 2016 the IMF forecasts that growth will reach 0 8% in 2017 and 1 9% in 2018 While growth began to pick up in the first half of 2017 Nigeria still has much work to do However there is the sentiment that the economy has turned a corner and has begun to see a silver lining Devaluation of the naira rising inflation the drop in oil revenues the slowdown in oil production and the leader softening of growth     *Mobile Payment* Ludwig Hierl,2019-01-09 Auf Basis eines aktualisierten Praxistests und unter Einbezug von Experten aus der Praxis wird der lesenden Zielgruppe im Band 7 der Schriftenreihe Handelsmanagement der DHBW Heilbronn aufgezeigt dass und wie Mobile Payment nach zwei Jahrzehnten endlich auch in Deutschland angekommen ist Wer ab Dezember 2018 mobil bezahlen will kann es tun F r Konsumenten sollte es nun unabh ngig von der Wahl des pr ferierten H ndlers und Mobilger ts hinreichend M glichkeiten geben nach dem kontaktlosen Bezahlen den n chsten Schritt in eine noch bequemere Zahlungswelt zu wagen in der physische Geldbeutel berfl ssig werden

**New Luxury Management** Emmanuelle Rigaud-Lacresse,Fabrizio Maria Pini,2017-01-12 Presenting a vision of the luxury sector and its management this edited book describes the new luxury through a comprehensive view of the value chain from concept to market The authors argue that the main characteristics of luxury are linked to specific resources and competencies found throughout the value chain and that value is a result of the interaction between the brand and stakeholders and more precisely with their clients Taking an interdisciplinary approach New Luxury Management encompasses both strategic and functional aspects of luxury management providing innovative solutions to the successful creation and management of value across the organization from leadership human resources financial management marketing and economic perspectives     *How to Save the FMCG Industry* Chris Leach,2022-03-23 In the fast moving consumer goods industry FMCG collaboration is often cited as the logical way for suppliers and retailers to create value Yet suppliers experience has shown that doesn t always happen due in large part to the power of the retailer and a focus on the short term In the last thirty years the industry has seen rapid change with the growth of discounters online shopping and

consolidation of retailers These changes have brought more opportunities to the industry but also more complexity challenges and costs to manage for both sides It's no secret that retailers have sought to leverage their increasing power with suppliers with never ending discussions of cost reduction while suppliers attempt to engage them with discussions for longer term growth This results in tension with the retailer interested in short term activity and the supplier interested in supporting medium term growth How can these two parties work together to deliver value to the consumer and shopper and ultimately support the industry This book presents first hand research on how to navigate through these challenges It identifies new and relevant tools and techniques to develop better and more valuable collaboration between retailers and suppliers in today's challenging markets In this notoriously secretive industry the full value and opportunities of collaboration between retailer and supplier has yet to be fully accomplished Traditional ways of working need to change if the industry has a chance of succeeding into the 21st century With case studies examples and practical frameworks this book brings a focus onto the industry whilst at the same time providing implementable ideas suggestions and solutions to improve value creation in this business to business context

### **Innovating for the Middle of the Pyramid in Emerging Countries**

Alvaro Cuervo-Cazurra,Miguel A. Montoya,2021-03-04 Explains how firms innovate for the new and growing middle classes in emerging economies i.e. the middle of the pyramid

### **Digital Transformation on Manufacturing, Infrastructure & Service**

Igor Ilin,Mariana Mateeva Petrova,Tatiana Kudryavtseva,2023-06-15 This book contains theoretical econometric experimental and policy oriented contributions of the DTMIS conference participants Every year the DTMIS conference brings together experts from academia and industry to uncover the challenges and solutions to ensuring digital transformation on manufacturing infrastructure and service The DTMIS proceedings is distinguished by the fact that it contains works not only by scientists but also by practitioners in the industry and of course their collaboration works are of particular and undeniable value This book is useful for experienced scientists and practitioners who seek to find something new for themselves and apply it in their work as well as for students at the beginning of their scientific activity

**Crowdsourcing: Concepts, Methodologies, Tools, and Applications** Management Association, Information Resources,2019-05-03 With the growth of information technology many new communication channels and platforms have emerged This growth has advanced the work of crowdsourcing allowing individuals and companies in various industries to coordinate efforts on different levels and in different areas Providing new and unique sources of knowledge outside organizations enables innovation and shapes competitive advantage Crowdsourcing Concepts Methodologies Tools and Applications is a collection of innovative research on the methods and applications of crowdsourcing in business operations and management science healthcare education and politics Highlighting a range of topics such as crowd computing macrotasking and observational crowdsourcing this multi volume book is ideally designed for business executives professionals policymakers academicians and researchers interested in all aspects of crowdsourcing

### **Advances in**

**Digital Marketing and eCommerce** Francisco J. Martínez-López, Steven D'Alessandro, 2020-05-06 This book highlights the latest research presented at the first Digital Marketing eCommerce Conference Barcelona Spain June 2020 Papers include a diverse set of digital marketing and eCommerce related topics such as user psychology and behavior in social commerce influencer marketing in social commerce social media monetization strategies social commerce characteristics and their impact on user behavior social branding business model user privacy and more

### **Nachhaltige Unternehmensführung**

Kim Oliver Tokarski, Jochen Schellinger, Philipp Berchtold, 2018-11-03 Dieser Herausgeberband setzt sich empirisch und theoretisch mit verschiedenen Aspekten einer nachhaltigen Unternehmensf hrung auseinander Fortw hrendes weltweites Bev lkerungswachstum und zunehmender Konsum zusammen mit wachsender Globalisierung f hren dazu dass die in unserer Umwelt vorhandenen nat rlichen Ressourcen ohne gegensteuernde Ma nahmen irgendwann ersch pft sein werden In dieser Situation wird eine strategische F hrung von Unternehmen und Organisationen immer wichtiger die ausgehend von den drei Nachhaltigkeitsperspektiven konomie und Soziales alle relevanten Stakeholder einbezieht Ziel sollte eine generationen bergrifende Entwicklung sein in der die Bed rfuisse der gegenw rtigen Generation befriedigt werden ohne dass dies auf Kosten zuk nftiger Generationen geschieht Auf dieser Grundlage greifen die Autoren aktuelle praxisrelevante Fragestellungen auf schildern konkrete Fallbeispiele und geben Handlungsempfehlungen Die Bandbreite reicht von einer grundlegenden Diskussion ethischer Prinzipien internationaler Unternehmen ber wertorientierte Steuerungskennzahlen und einer nachhaltige Beschaffung in der Lebensmittelbranche bis hin zur Logistikgestaltung in Smart Cities

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