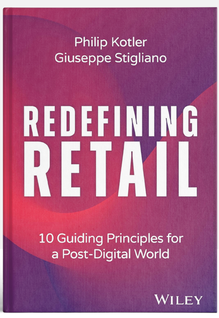
Recommended by Wim van Melick, Ogilvy Amsterdam





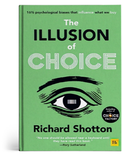
Redefining Retail

10 Guiding Principles serving as compass and radar to navigate the complexity and uncertainty of the post-digital era in retail.

For most people shopping on- and offline feels natural to them. They visit shops, browse a range of digital channels and be influenced by the virtual world to fulfill their desires, wants and purchases. But many retailers are not ready to offer their customers these channels in a seamless way in the Post-Digital World. Retail can no longer rely on the experiences from the past. Retail must reconsider their business model, offering a three-dimensional customer journey.10 Guiding Principles serving as compass and radar to navigate the complexity and uncertainty of the post-digital era in retail, based on research in 15 countries.

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