



Multi-Channel Retailing: Prinzip, Konzepte und Erfolgsfaktoren (essentials) (German Edition)

Sebastian Rittinger

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Getrieben durch das rasante Wachstum des Einzelhandels über das Internet (E-Commerce), hat sich das Multi-Channel Retailing fest im Handel etabliert. Unter Multi-Channel Retailing versteht man ein spezifisches Distributionskonzept von Handelsunternehmen, das sich durch den parallelen Einsatz von mehreren Vertriebskanälen auszeichnet. Sebastian Rittinger beschreibt in kompakter Form die zentralen Begriffe und grundlegenden Erscheinungsformen des Multi-Channel Retailing. Aufbauend auf einer Diskussion zentraler Erkenntnisse der Konsumentenverhaltensforschung im Multi-Channel-Kontext werden mit dem Cross-Channel Management sowie dem Retail Branding anschließend die beiden zentralen Erfolgsfaktoren für Multi-Channel Retailer der Zukunft vorgestellt.

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