

Reengineering Retail The Future Of Selling In A Post Digital World

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In fact, retail is being entirely reengineered every aspect of the retail experience as we know it will soon be radically transformed. Picking up where Retail Revival left off, Reengineering Retail explores the coming retail revolution, which will affect retailers of all sizes and any business with a stake in the global retail industry.

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Infused with real world examples and interviews with industry disruptors, Reengineering Retail illustrates the vast opportunities at play for bold brands and business leaders. Stephens' strategies will provide businesses with the foresight required to move quickly and effectively into the future.

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Written by Doug Stephens, Reengineering Retail tries to lay out a theory that encompasses the future of retail. The central idea is this. Digital technology has upended the traditional retail industry. The retail store is no longer a static distribution point for a product.

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The number appeared unambiguously on the first slide of a presentation by Doug Stephens, retail industry futurist, founder of Retail Prophet and author of “Reengineering Retail: The Future of Selling in a Post-Digital World.” 8,642 is the number of stores closed this year in the US in what Stephens dubbed a “retail apocalypse.”

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