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## LAST-MILE SUPPLY NETWORK DISTRIBUTION IN OMNI-CHANNEL RETAILING (PAPERBACK)



Now Publishers Inc, United States, 2016. Paperback Condition: New. Language: English. Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Omni-channel retailing (OCR) strategies have recently emerged as a powerful engine of growth in the retail industry. The goal is to provide consumers with a seamless and consistent shopping experience across different channels and devices. Success in implementing OCR strategies depends on sophisticated compromises between fulfilment responsiveness and product variety across different product types, consumer segments, and shopping occasions. Failures...

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- Authored by Stanley Fredrick W. T. Lim, Elliot Rabinovich, Dale Rogers
- Released at 2016



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