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Luxe Et Retail Le Point De Vente Lieu D'excellence Commercialvente

Puja Mehta



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Store Impact Alexis de Prévoisin, Arielle Monnerot-Dumaine, 2024-01-24 Dans un monde où le digital est omniprésent, le magasin physique reste plus que jamais le

coeur de la relation client et du business Mais son rôle a changé Que l'on parle de magasin de détail de boutique de luxe ou de pop up store les enseignes et les marques doivent se réinventer pour contrer la concurrence des achats en ligne qui a connu son pic avec la crise du Covid Il est plus que jamais primordial pour les enseignes de procurer aux clients une expérience mémorable et de se différencier Dans cet ouvrage très documenté qui analyse tous les types de points de vente les auteurs spécialistes du retail livrent des outils pour transformer le magasin en un lieu attractif et fidélisant Des nouvelles fonctions et formats de magasins au rôle capital des vendeurs et managers en passant par les nouvelles fonctionnalités digitales tous les aspects du retail sont abordés pour faire du point de vente un lieu omnicanal et rentable Entre best practices formation et guide de management commercial ce livre vous permettra d'augmenter votre chiffre d'affaires grâce à une approche 360 innovante du retail

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