

Multi-Channel Retailing

By Lynda Rose Poloian

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As one of the first textbooks to present a comprehensive view of multichannel retailing-the practice of trading through several selling channels concurrently-*Multichannel Retailing* is critical for any student preparing for today's job market. This timely and compelling textbook identifies and explains the underlying principles of e-retailing and its relationship with conventional retail methods. Strategic integration of brick-and-mortar stores, electronic retailing, and direct marketing methods form the core of the text. *Multichannel Retailing* examines the roots of the multichannel approach, analyzes key players, and explores the techniques that are used to develop effective online stores and synchronize cross-channel functions. This book is a guide to implementing and operating a successful e-retailing business, and it offers ideas and solutions for expanding the cross-channel capabilities of traditional retail operations.

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About the Author

Lynda Gamans Poloian is Professor Emerita at Southern New Hampshire University.

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