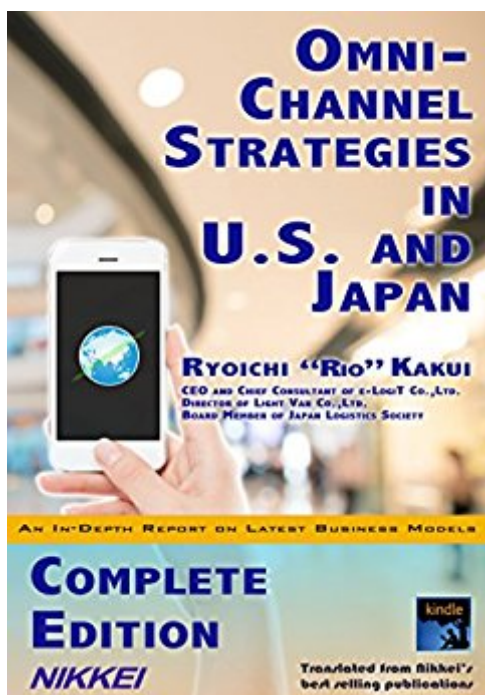


The book was found

# Omni-Channel Strategies In U.S. And Japan: Complete Edition



## Synopsis

Today's shopping scenes undergo drastic changes by the implementation of the concept now known as "Omni-Channel" retailing, in where you can do the shopping from any location through the use of smartphones and other devices by gathering a product's information, comparing its pricing, ordering, and letting it be delivered to any desirable location - the shopping being made from anywhere, anytime. The book aims to explain such ongoing changes in the world of retailing and logistics services in both US and Japan industries. The author of this book is a professional on logistic services in relation to the eCommerce sector who serves as a consultant with his cross-sectional knowledge and personal business connection throughout the major retailing, logistics, and marketing companies. He also serves as a CEO of an eCommerce logistics company in Japan which fact proves himself to be one of the most appropriate writers for the book. This book provides an overview of the latest business models of Omni-Channel oriented services in both US and Japan, featuring the in-depth case studies on top US and Japanese retailers including 7-Eleven Japan, Lawson, Muji (Ryohin Keikaku), Tokyu Hands, Yodobashi Camera, Kitamura, Macy's, Wal-Mart, Sears, , and their latest cutting-edge strategies. It explains advanced Japanese logistics services known as the embodiment of true convenience that even go beyond US industry today, that are provided by Japanese transport companies such as Yamato Transport and Sagawa Express. In addition, it also portrays the logistics services provided by US companies such as UPS and FedEx. The book is a must-read for all business person in the reading, distribution, and logistics industries and for all people working in marketing departments of manufacturers and trading companies who are eager to absorb the latest trend of the industry. It has been translated from one of the best selling publications by Nikkei Publishing Inc. in Japan, which sold over 10,000 copies in the first week.---

Contents of Complete Edition---

Chapter I. Introduction to Omni-Channel 1-1. The First year of Omni-Channel Age in Japan 1-2. World's First Cross-Category Omni-Channel Implementation by Seven & i 1-3. Many Faces of Omni-Channel: Standpoints and Focuses 1-4. The New Age - Leap From "Old" O2O Model 1-5. Omni-Channel Pushing eCommerce Market Growth 1-6. Consumers Today Benefit from Omni-Channel Chapter II. Growing eCommerce - A Battle of Offline and Online 2-1. Decline of Brick and Mortar Stores in US 2-2. Growing eCommerce Transactions 2-3. Shift to Online Consumption 2-4. Reasons to Implement Omni-Channel 2-5. Winning Competitiveness through Omni-Channel Chapter III. Steps for Successful Omni-Channel Implementation 3-1. Difference of O2O and Omni-Channel 3-2. Castle in the Air: No Logistics, No Omni-Channel 3-3. Challenges before Omni-Channel Implementation 3-4. Importance of Coordination between Departments 3-5. Omni-Channel Oriented Customer Service Chapter IV.

Latest Business Models of Leading US Retailers 4-1. What's happening in US Retailing Industry?  
4-2. Difference of US and Japan Logistics 4-3. Wal-Mart the World's Largest Retailer and its  
Business Engagement 4-4. and its Business Engagement in Omni-Channel 4-5. Google the  
Internet Giant and its Shopping Strategy 4-6. Macy's, Sears, and Others: Omni-Channel  
Groundbreakers Chapter V. Omni-Channel Case Studies of Japanese Companies 5-1. Things to  
Know: Japanese Logistics Overview 5-2. Partnership and Competition Over Last One Mile 5-3.  
Seven & i Group and its Middle-Long Term Strategy 5-4. Lawson and its Open Platform Strategy  
5-5. New Moves by eCommerce Retailers: , Rakuten, Yahoo, and Askul 5-6. Channel-less Strategy  
of Yodobashi Camera 5-7. Kitamura Aims to Transfer Customers to Offline Stores 5-8. Tokyu  
Hands: Logistics as Combat Service Support 5-9. Ryohin Kei

## Book Information

File Size: 6880 KB

Print Length: 273 pages

Publisher: Nikkei Publishing Inc.; 110 edition (December 27, 2015)

Publication Date: December 27, 2015

Sold by: Digital Services LLC

Language: English

ASIN: B019WENYP2

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #326,651 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #24

in Kindle Store > Kindle eBooks > Business & Money > Management & Leadership > Distribution

& Warehouse Management #51 in Books > Business & Money > Management & Leadership >

Distribution & Warehouse Management #89 in Kindle Store > Kindle eBooks > Business &

Money > Industries > Retailing

[Download to continue reading...](#)

Omni-Channel Strategies in U.S. and Japan: Complete Edition Japan: The Ultimate Japan Travel  
Guide By A Traveler For A Traveler: The Best Travel Tips; Where To Go, What To See And Much  
More (Japan Travel Guide, ... Guide, Japan Tour, History, Kyoto Guide,) Japan Travel Guide: The

Ultimate Japan Travel Guide for Curious, Fun and Adventurous Travelers - Experience the Best of Japan's Culture, History, Tours, ... Japan Travel, Tokyo Guide, Kyoto Guide) Japan: The Ultimate Japan Travel Guide By A Traveler For A Traveler: The Best Travel Tips; Where To Go, What To See And Much More (Lost Travelers, ... Guide, Japan Tour, Best Of JAPAN Travel) Japan Travel Guide: The Ultimate Japan Travel Guide for Curious, Fun and Adventurous Travelers - Experience the Best of Japan's Culture, History, ... Japan Travel, Tokyo Guide, Kyoto Guide) Japan: The Ultimate Japan Travel Guide By A Traveler For A Traveler: The Best Travel Tips; Where To Go, What To See And Much More (Lost Travelers ... Kyoto Guide, Japan Tour, Budget Japan Travel) Japan: Japan Travel Guide: 101 Coolest Things to Do in Japan (Tokyo Travel, Kyoto Travel, Osaka Travel, Hiroshima, Budget Travel Japan) Japan: 101 Awesome Things You Must Do In Japan: Japan Travel Guide To The Land Of The Rising Sun. The True Travel Guide from a True Traveler. All You Need To Know About Japan. Japan: Japan Travel Guide: The 30 Best Tips For Your Trip To Japan - The Places You Have To See (Tokyo, Kyoto, Osaka, Japan Travel Book 1) Japan: Japan Travel Guide: The 30 Best Tips For Your Trip To Japan - The Places You Have To See (Tokyo, Kyoto, Osaka, Japan Travel) (Volume 1) The Mind's Eye: The Art of Omni Tokyo Travel Guide - Best of Tokyo - Your #1 Itinerary Planner for What to See, Do, and Eat in Tokyo, Japan (Tokyo Travel Guide, Tokyo Travel, Tokyo Japan) (Wanderlust Pocket Guides - Japan) The Shell Channel Pilot: South Coast of England, the North Coast of France and the Channel Islands Applied Channel Theory in Chinese Medicine Wang Ju-Yi's Lectures on Channel Therapeutics Channel Playbook: An Insider Guide To Channel Management The Shell Channel Pilot: South Coast of England, North Coast of France, Channel Islands Channel Islands (Insight Guides Channel Islands) Insight Guides Channel Islands (Insight Guide Channel Islands) Japan Travel Guide - Best of Tokyo and Kyoto: Your #1 Itinerary Planner for What to See, Do, and Eat in Tokyo and Kyoto, Japan Japanese Land: Tokyo and Mt Fuji: Discover the Japan History and The main cities Tokyo,Kyoto and Osaka (Japan Guides) (Volume 1)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)