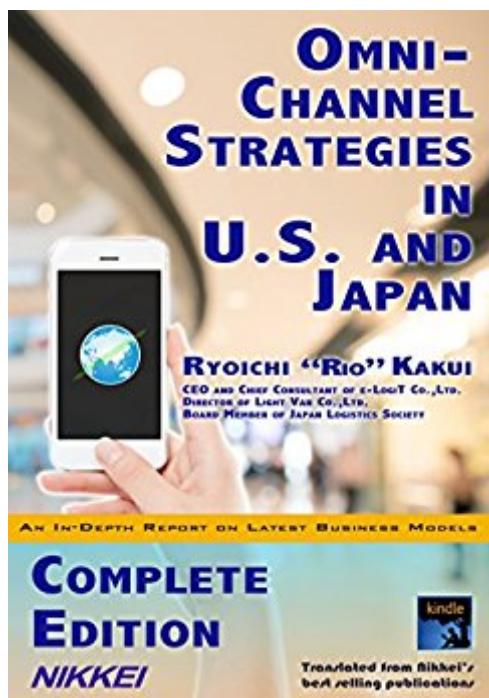


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# Omni-Channel Strategies In U.S. And Japan: Complete Edition



## 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.

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