



Future of Retail Management: Blending Digital and Traditional Practices

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The essence of retail management is the process of assisting customers and consumers to be able to find and use products and services. However, with the blended advent of physical and digital retail practices, not all the sectors follow the same retail frameworks. As Muralikrishnan B, President of Xiaomi India states “That COVID-19 fundamentally changed our ways of working, presenting new opportunities as well as fresh challenges is to state the obvious”. An excellent retail strategy is important for customer retention and as per Phalgun Kompelli and Mayank Kumar, founder of Upgrad , “ businesses were forced to switch gears from offline to online and accept the ‘tech-induced-new normal’ as a way forward.” Hence the integration of retail channels started being fast tracked, that each student, faculty, and retail practitioner will understand through this new age book. As Vishal Gondal, founder and CEO of Goqii mentions “ the COVID-19 pandemic highlighted the importance of preventive healthcare and spurred a shift towards a greater focus on preventive measures thereby impacting the retail strategies. With the author’s persona experiences of 2 decades poured in the book, it would help you redefine the context and content about blending new age retail practices.

Contents | Acknowledgements |

1 Future of Indian Retail: The Covid Stages and Beyond

2 Industry Speak: Consumer Electronics Retail by Xiaomi Muralikrishnan B

3 Industry Speak: Education Tech Retail by Upgrad Phalgun Kompalli and Mayank Kumar

4 Industry Speak: Healthcare & Healthtech Retail by GOQii Vishal Gondal

5 Industry Speak: Logistics Retail by Pitney Bowes Venkat Rao (Venkat)

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