

Multi Channel Retailing In The Automotive Industry By Lena Fitzen

By Lena Fitzen

What do the terms multi-channel, cross-channel and omni-channel retailing mean? Let's examine the different terms used today to describe recent evolutions in the

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Multichannel retailing or Omnichannel retailing is the use of a variety of channels in a customer's shopping experience including research before a purchase.

Polish shoppers like specialized and multi that integrate the virtual channel with their brick-and value individualization of retail,

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