



Innovationen im Handel: Verpassen wir die Megatrends der Zukunft? (German Edition)

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In dem Buch legt der Autor dar, wie sich der Handel durch neue Entwicklungen wie Nachhaltigkeit, demographischer Wandel, mobiles Internet, soziale Netze u. ä. verändern wird. Ist der Handel in Deutschland dafür gewappnet? Praxisnah und allgemeinverständlich geschrieben, zeigt das erste Buch zum Innovationsstau im deutschen Handel, welche Voraussetzungen zu schaffen sind. Der Band basiert u. a. auf Interviews mit Vorständen und Geschäftsführern der deutschen Handels- und IT-Branche, die ein klares Bild der Branche und ihrer Zukunft zeichnen.

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