



New Retail Power and Muscle : Remarkable weapon to win the war at the point of sale, beyond clicks-and-mortar

Thomas E. Austin

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New Retail Power & Muscle is about the future of retailing and the emergence of new approaches that go well beyond clicks and mortar. Traditional retailers (mortar) are integrating with online retailing(clicks) to create the so called "clicks-and-mortar." However, this is only the beginning of a new era in retailing. This book not only looks at the major problems facing traditional retailers and the limitations of today's "clicks and mortar," but proposes a forward looking solution that expands beyond what anybody is doing today.

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