

3.11: Introduction to Single Channel, Multi-Channel, and Omni-Channel Retailing

What you'll learn to do: Compare and contrast single channel, multi-channel, and omnichannel retailing

Technology has enabled consumers to search and shop across channels very easily, blurring the differences between them. In response, manufacturers, especially those with leading brands, have worked hard to develop their presence in alternative channels to capitalize upon all outlets. As a result, retailers are at a crossroads, left either to develop similar multi-channel capabilities or commit to a single channel—their brick & mortar stores.

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