

CHAPTER OVERVIEW

3: Module 3- Multi-Channel Retailing

- 3.1: Role of the Web to Retailers
- 3.2: Advantages and Disadvantages of Electronic Retailing
- 3.3: Mobile Apps and Customer Interaction
- 3.4: Introduction to Challenges of Multichannel Retailers
- 3.5: Multi-channel Factors to Consider
- 3.6: Customer Impressions and the Seamless Experience
- 3.7: Data to Support the Multichannel Shopping Experience
- 3.8: Putting It Together- Multi-Channel Retailing
- 3.9: Discussion- Multi-Channel Retailing
- 3.10: Why It Matters- Multi-Channel Retailing
- 3.11: Introduction to Single Channel, Multi-Channel, and Omni-Channel Retailing
- 3.12: Describing Retailers and Channels
- 3.13: Single Channel, Multi-Channel, and Omni-Channel Retailing
- 3.14: Key Differences Between Single Channel, Multi-Channel, and Omni-Channel Retailing
- 3.15: Introduction to Non-Store Retail Channels
- 3.16: Retailers and Non-store Channel Types
- 3.17: Comparison of Store, Catalog, and Internet Channels
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