



162
2022

Retail Revolution

Copyright © IESE Business School, 2022. All rights reserved.

This publication is for personal, noncommercial use. No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without prior written permission from publishing@iese.edu.

The posting of any part or all of this publication on open-access internet sites is prohibited. To obtain permission to post on secured and/or password-protected intranet sites, or to purchase copies of this publication or individual articles therein for use in academic settings, please write to publishing@iese.edu.

Where ideas and people meet

Abstract for promotional use only. Full version available at www.ieseipublishing.com



Retail Revolution

As online and offline shopping blur into one, here is how retailers can prepare for an omnichannel future

OCTOBER
7, 2022
IN MUNICH,
GERMANY

AI: Using your power for good

SIGN UP NOW

Online streaming

www.iese.edu/GlobalAlumniReunion

