



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.

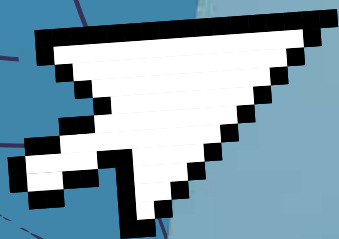
REPORT

Retail Revolution



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

tion



Do Not Copy or Post