



# **The New Rules of Retail: COMPETING IN THE WORLDS TOUGHEST MARKETPLACE (Chinese Edition)**

*Michael Dart*

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This book concludes the three development trends of retailing industry in the past more than 100 years to explore and describe the world-wide reform of retailing industry and consumption industry, and analyze the reason of the variance of the consumption ground. The author also puts forward three key rules to determine the result of retailing industry, that is, Neurological Connectivity, Preemptive Distribution, and Value Chain Control, and analyzes the reform brought about by the global economic depression in 2008 and lasting until now. With observation to the reform, this book also precepts the new situation of the future retailing industry including economy, culture, retailer and consumer.

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