

competing against luck innovation customer book

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innovation customer pdf -
Three words: mobile,
mobile, mobile. Yes, the
impact of
mobile-empowered
consumers is STILL
playing out. Better
m-commerce stores, better
direct-to-consumer apps
(Nike's SNKRS is the
poster child) and the
admittedly later than
expected arrival of
meaningful AR experiences
are all reframing
expectations when it comes
to how, where and when ...
The Future of Retail -
TrendWatching -

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