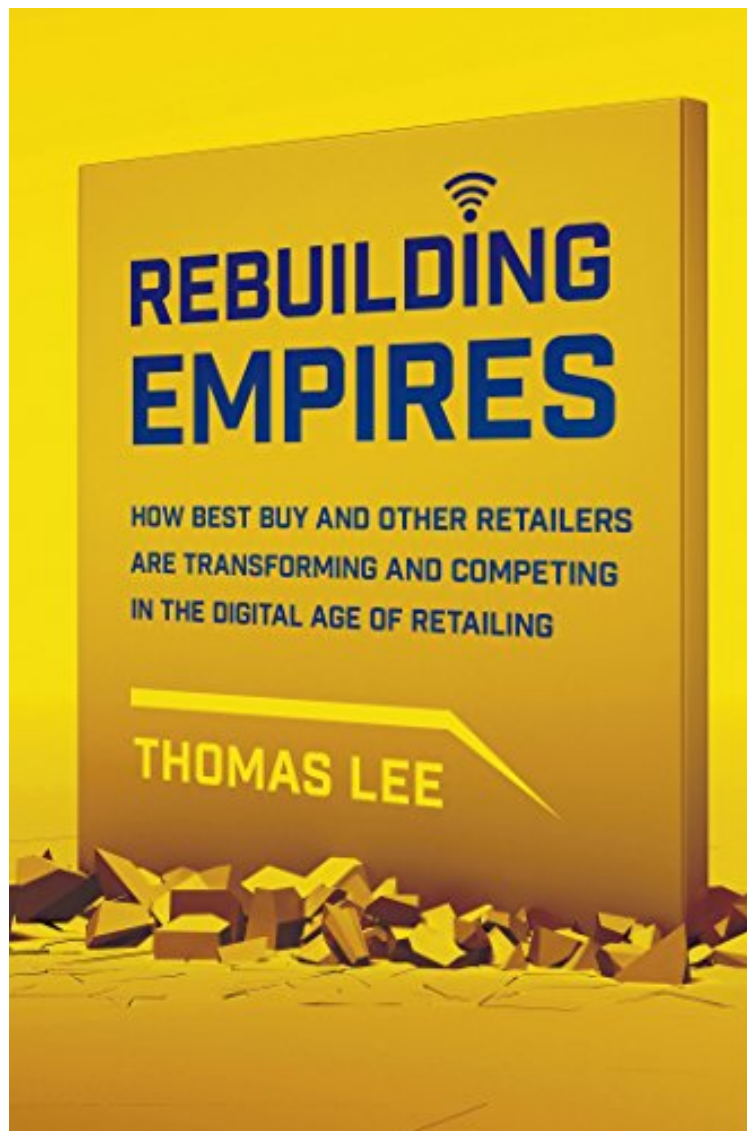


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## Rebuilding Empires: How Best Buy and Other Retailers are Transforming and Competing in the Digital Age of Retailing

*Thomas Lee*

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**Thomas Lee : Rebuilding Empires: How Best Buy and Other Retailers are Transforming and Competing in the Digital Age of Retailing** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Rebuilding Empires: How Best Buy and Other Retailers are Transforming and Competing in the Digital Age of Retailing:

1 of 2 people found the following review helpful. Great...if there's a sequelBy Customer"Rebuilding Empires" from

Thomas Lee is an entertaining and very informative read, filled with interesting quotes and retail data benchmarks, primarily for the Best Buy and Target businesses. There's a good balance between rich historical accounts (e.g., Best Buy's business model epiphany), description of present organization and product cases (e.g., Target's RAD and Cartwheel) and future vision (e.g., store-within-a-store model) set by the current leaders at both of these two companies. There's balance between internal and external top executive and retail consultant interviews, which adds both depth and objectivity to the story and themes. And a really clever vantage point contrast, as Mr. Lee unearths a common compelling future between two polar-opposite corporate culture showcases—a highly centralized (and insular) Target vs. a highly decentralized (borderline "anarchical") Best Buy. The result is a competent narrative reinforcing how the report of big boxes' death in the digital retail era has been greatly exaggerated. However, the book fails somewhat to pay off on the grander suggestion made by the title "Rebuilding Empires." Target and Best Buy are certainly very large and successful brands, but I doubt they're viewed even by their biggest brand fans as "empires." Even beyond the title's choice of words, a story about the massive retail landscape transformation will be far from complete without much deeper inclusion of Walmart and . These retailers are often mentioned in the book, but they are not fully analyzed and credited as arguably the two most important players within the current retail era. With their size and influence over the landscape, and Walmart are much closer to true "empires." There's a suggestion for Mr. Lee—how about a part 2 of the book, this time contrasting Walmart and ? He could even start thinking "trilogy" with Alibaba and Apple transforming the global marketplace and physical retail technology. I'd certainly pre-order those books! Until then, I will still recommend "Rebuilding Empires," but will withhold one star from this rating. 3 of 4 people found the following review helpful. Excellent book, well written and compelling. By Joshua Carlson Excellent book, well written and compelling, the book captures well the successful innovations on an even keel with the complete and utter innovative debacles (all in easily read enjoyable detail.), both of which end up adding value to the transformations. The retail industry executive interviews provide insight on what it is like on the front lines of the fast paced, cut-throat, live to die another day retail world. 2 of 3 people found the following review helpful. Excellent. By WILLIAM GRAHAM Great inside look into the thought and strategy of some of the big dogs for anyone involved with omnichannel retail.

Rebuilding Empires examines, through retail giants Best Buy and Target, how big box chains are constructing a new future by utilizing mobile devices, social media, and the Internet, the same technologies that once pushed them to the brink of irrelevance. This book features interviews with industry leaders and experts, including Best Buy CEO Hubert Joly, Target chief marketing officer Jeff Jones, and several other key players in both companies. Bricks and mortar retailing is not dead, and Best Buy shows others how to capitalize on their own physical spaces. Lee shows how showrooming is an asset rather than a liability, how physical space and online space are complementary, and how others can learn from Best Buy's innovations including the Geek Squad, stores within stores, and creating non-traditional partnerships. In a readable narrative format, journalist Thomas Lee explores how the world's largest consumer electronics retailer is redefining what it truly means to be a "Best Buy" in the age of online retailing.

About the Author Thomas Lee is the technology editor and columnist at the San Francisco Chronicle. He previously covered Best Buy and Target for the Star Tribune in Minneapolis. Lee is the winner of the 2013 Gerald Loeb Award for Distinguished Financial and Business Journalism and has also been recognized by the Society of American Business Editors and Writers and Society of Professional Journalists. A native of Boston, Lee currently resides in the Bay Area.