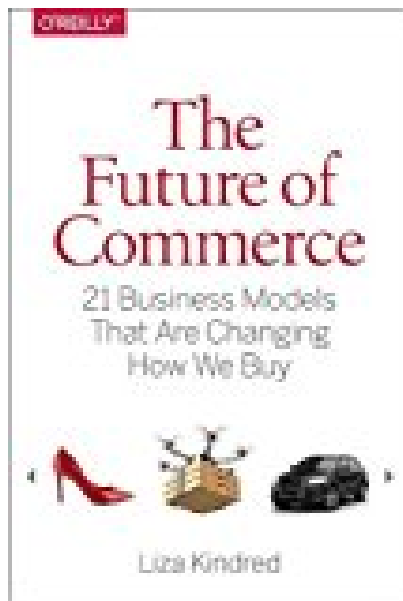


The Future of Commerce 21 Business Models That Are Changing How We Buy



BOOK DETAILS

- Author : Liza Kindred
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BOOK SYNOPSIS

21 business models that are changing how we buy Jewelry you rent; hardware you print; computers you wear; clothes you buy from other people's closets. Retail and tech thinker Liza Kindred explains how these surprising new patterns of commerce signal how you, too, can be more innovative in your work and business. The Future of Commerce is an ambitious survey that delivers cultural and technical literacy about digital-era commerce and how to build tomorrow's smarts into your own organization today. From e-commerce to re-commerce to me-commerce, Kindred takes you through the 21 business models that are redefining how goods are sold, resold, marketed, shared, conceived, and created. This practical review helps you understand how these models work, how they can be combined, and how they might fit your business. This is about more than the goods in our carts and the money in our pockets. The way we buy matters. As social technologies connect us in new ways with customers, suppliers, and gadgets, we have the chance to buy and sell goods in ways that are more responsible and sustainable. Kindred introduces you to the forces that have made these emerging business models possible and even inevitable. The Future of Commerce is a field guide to the new territories of buying and selling. It's a you are here map to help you figure out where you sit in this new landscape and where you might go from here: Learn how new devices and technologies are changing your industry. Get actionable advice on how to transform your company now. See why digital is the friend, not enemy, of brick-and-mortar stores. Find out how customers are doing an end run around traditional commerce, and how your business can meet them on their own terms. Discover what your company's role is and isn't in social networks. Understand the new roles of data, transparency, and publishing in buying and selling. "

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