

# NEW BOOK

## AMAZON: RELENTLESSLY REINVENTING RETAIL... AND BEYOND!

HOW 'THE AMAZON EFFECT' HAS FOREVER CHANGED OUR HIGH STREETS, OUR EXPECTATIONS AND THE VERY WAY WE LIVE



### Why this book matters:

- 2700 shops in the UK were closed in the first half of 2018 – Amazon explains online shopping's role in the 'retail apocalypse,' and what retailers must now do to stay relevant
- The book reveals the secrets of how Amazon transformed itself from an online book specialist into one of the world's most disruptive businesses
- Amazon plans to roll out 3,000 of its cashier-less Amazon Go stores across the US over the next 3 years – this book

explains the technology, the rise of 'frictionless' and experiential retail, and how it is shifting customer expectations for competitors

- Examines Amazon's future – its transition into bricks and mortar retailing, its first steps into grocery shopping and its focus on 'last mile' logistics
- Explains how other businesses can either embrace Amazon as "the rails retail runs on" or embrace a strategic focus on WACD (What Amazon Can't Do)

*Amazon* by Natalie Berg and Miya Knights is out 3rd January 2019, published by Kogan Page, priced £19.99.

With high street stores closing at record rates and retail bankruptcies at recessionary levels, it is clear that the retail industry has been going through a period of profound structural change. Yet one retailer continues to stand the test of time – starting out as an online bookseller in 1994, surviving the dot com bubble, and growing to become the market leader not only in many retail categories, but also for everything from cloud computing to tech-assisted shopping.

So how has one customer-obsessed tech company disrupted so many industries and changed customer behaviour forever? Now a new book, *Amazon: How the world's most relentless retailer will continue to revolutionize commerce*, reveals the inside secrets of the company's success, its plans for the future and how competitors can stay relevant and survive in a world dominated by Amazon.

### AMAZON'S SURVIVAL SECRETS

Leading retail analysts Natalie Berg and Miya Knights have spent decades researching the initiatives and core beliefs that have helped Amazon to dominate the market. They have seen many retailers shift their business models and customer engagement strategies through challenging periods, but no company does this better than Amazon – by being a tech company first, and a retailer second, they constantly revolutionise their business model and innovate to disrupt and dominate markets in order to stay relevant.

While many industry experts blame Amazon for the 'retail apocalypse,' Berg and Knights argue it is simply killing complacent and 'mediocre retail,' and leaving an oversupply of retail space as retailers adapt to stay relevant. However, the book also explains how Amazon recognises the value of

stores and the importance of blending online and offline experiences, outlining the company's vision for the future of retail, with checkout-free stores, voice technology and drone deliveries. It asks the question – do they really have what it takes to succeed in stores?

Amazon provides fascinating insights into the strategies, infrastructure and culture behind the organisation's success that other businesses can take invaluable lessons from. However, it also looks at the failures and the issues that might keep their leaders awake at night – how will they stand up to government scrutiny, will they soon face a customer backlash, and who is the next disruptor ready to come and take their crown?



## EXCLUSIVE ARTICLES AND INTERVIEWS AVAILABLE:

Natalie Berg and Miya Knights are leading retail market analysts. They are available for expert comment, interview and by-lined articles around the lessons we can learn from Amazon's retail success, including:

— Forget 'share of wallet', Amazon's goal is 'share of life'

— WACD Strategy: Why businesses should focus on 'What Amazon Can't Do'

— The store of the future: How digital transformation will enrich customer experience

— Death of pure-play e-commerce – Why digitally native brands are moving into the physical realm

— 'The Amazon Effect' – Amazon's role in stamping out complacency in the retail sector

— Millennials, minimalism and mindful spending: The new attitude that is changing retail

— From one-click to no-click: The technology behind frictionless retail

— Defying the retail apocalypse narrative: Why the future is fewer, more impactful stores

— Amazon's inflection point: Can the colossus make its mark in grocery and physical retail?

— Amazon failures: What can we learn from Fire phone, Amazon Local and Amazon Destinations

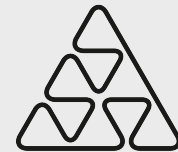
## ABOUT THE AUTHORS



**Natalie Berg** has spent many years helping businesses compete, or partner with, retail giants like Walmart and Amazon. An American speaker and retail commentator, she is former Global Research Director at Planet Retail and now runs her own consultancy, NBK Retail, specializing in retail strategy and future trends. She is the co-author of *Walmart: Key Insights and Practical Lessons from the World's Largest Retailer*.



**Miya Knights** is Head of Industry Insight for Eagle Eye Solutions and has 20 years' experience as a journalist, editor and researcher, specializing in enterprise technology use in retail. Formerly Global Technology Research Director at Planet Retail, and a Senior Research Analyst with IDC Retail Insights, she owns *Retail Technology* magazine and is ranked one of Vend's top 50 retail influencers.



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