

September 2017

新零售 - China

“阿里巴巴并不满足于仅通过发展线上零售来撼动中国零售市场的格局。阿里巴巴的‘灵魂人物’马云提出了融合线上和线下以打造‘新零售’的理念。‘新零售’并非线上和线下两部分的简单相加。中国消费者的购物方式正发生着翻天覆地的变化。购物成了更广泛意义上的客户服务体验的一部分——无论通过线上还是实体店获得。这一转变将彻底改变消费者、品牌和零售商之间的关系。事实上，这一转变已经开始改变人们的购物期望及其消费方式。”

— 郭马修，亚太研究主任

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New Retail - China

“Not content with revolutionising China’s retail market by growing online retail, and Alibaba’s dominant share, Jack Ma is now implementing the merger of online and offline retail into ‘New Retail’. But this ‘New Retail’ is not simply the sum of two parts. What we are beginning to see is an ...