

Digital Innovators: Reimagination of the Last Commerce Mile

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Date: April 2017 Pages: 17 Price: US\$ 1,325.00 (Single User License) ID: DDE71A18023EN

Abstracts

Digital has redefined delivery. The confluence of macroeconomic, demographic and lifestyle trends that are underpinning evolving consumer expectations alongside the arrival of new technologies has led to commerce players reimagining the last mile. This equates to new speeds, new forms and even new methods with which consumers receive said goods and services.

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