OR HOW TO SHOP VIRTUALLY WITHOUT EVEN TRYING

COMMERCE 2020
COMMERCe IS CHANGING
Eats, Shoots & Leaves: The Zero Tolerance Approach to Punctuation

by Lynne Truss

"Either this will ring bells for you, or it won't..." (more)
SEARCH
INFINITE CHANNELS
EVERY APP, SERVICE, WEB PAGE
IS AN OPPORTUNITY TO ENGAGE A CUSTOMER
CURATED

SELECTION, MEMBERSHIP, SUBSCRIPTION
CONTEXT
SENSORS
BEACONS
ON DEMAND
PARTICIPATIVE
MARKETS
3) | NIKE AIR $293 (▲ $12.34) | BURBERRY
4) | SONY ALPHA CAMERAS $193 (▼ $18.49)
33 (▼ $63.34) | BBC TOP GEAR PRINT $172 (▲
4) | PANASONIC RICE COOKERS $84 (▲ $3.83)
NCE FICTION DVDS $22 (▼ $4.49) | INTERNATIO
JEANS $102 (▲ $14.01) | GARMIN TREK GPS (▼
NGGLASSES $182 (▼ $10.33) | HONDA HATCHBACKS
1,84 | KINDLE BOOKS $11 (▼ $2.74) | ZOS
| ANDROID KIDS APPS $3 (▲ $0.37) | RAYBAN
89 (▼ $7.12) | ANIMATION BLUE RAY DVDS $58
ACCELERATING
FLASH, SURPLUS, USED
OMG
SALE
OMG
PREDICTIONS
BRANDS RULE
PRODUCT ADS 3.0
RIGHT PERSON, RIGHT PLACE, RIGHT TIME, RIGHT PRICE
REAL-TIME

INTERNET IS 'STOCK MARKET' FOR GOODS & SERVICES
EVERY APP AND WEBSITE IS PRODUCT AWARE
THANK YOU

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