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# Anything, Anywhere: The Future Of Retail And How To Build A Digital-First Roadmap To Growth



## **Synopsis**

We're living in a new era in retail. Anything can be purchased anywhere, at any time. We have entered an age when advanced communication technology, once the exclusive privilege of large, wealthy companies, is available to anyone. Ecommerce has rewritten the rules of buying and selling, and every merchant needs to know how to negotiate the landscape. Matt Bertulli has devised the essential ecommerce playbook for retail start-ups and established B2B and B2C retailers, providing step-by-step solutions to help you plan, build, and grow a profitable retail business. Anything, Anywhere will show you how to do the following:

- Develop digital road maps to guide you to shoppers and to guide shoppers to your product
- Invest in the right technology and the right people
- Determine the best online channels for building your business
- Establish practical goals and a proper sequence of actions to achieve them
- Avoid conflicts by using separate channels for wholesale, retail and online sales
- Gain valuable information from your customers' online journeys

Ecommerce has leveled the playing field, enabling smaller companies to compete with the giants in the online marketplace. Everyone with a product to sell needs to do so online. Anything, Anywhere is your go-to guidebook for success in the brave new world of ecommerce driven retail.

## **Book Information**

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## Customer Reviews

If it wasn't for Matt's thought leadership and innovation in the eCommerce & retail space some of the brands you know today would be unknown. Besides this book, I've had the opportunity to hear Matt speak on several occasions, and every time I come away with massive value. Matt is driven to always stay ahead of the curve, so if you're ready to step up your game and take your business to the next level, this is a must read.

If you've ever considered quitting your day job to focus on what more and more of us call "the side hustle," this book is required reading. Matt does a great job explaining what it takes to grow your ecommerce business, and what to expect along the way. If you've ever wondered if your priorities are in the right place, if you have the right team for your size, and if your business is on track to sustainability and success, you now have a trusted name to guide you as you answer those critical questions.

Matt is easily one of the smartest, if not the absolute smartest, guy I've ever had the privilege to meet in E-Comm. I've heard him speak at multiple entrepreneurial events and this guy has probably forgotten more than most people in the industry know about what it takes to build successful E-Comm startups. This book is a nice little synopsis of those gems organized in an easy to execute manner. Definitely recommend to anyone considering starting or scaling an online business.

Hey, you're here on .com, which makes me think that you agree that digital isn't going anywhere fast. I have worked with Matt for several years in the commerce space and I cannot be happier that he is finally sharing his thoughts with a larger audience. If you are serious about developing a digital commerce business (and beyond), this is a must read. Insightful, important and enjoyable. Treat yourself!

Matt is one of the key emerging thought leaders in the e-commerce world and his book is a clear and insightful overview of where the industry has been and where it's going. The game in e-commerce is changing faster than most companies can keep up with and many existing business

models are at the risk of extinction. Anything, Anywhere is a must read if you want to stay ahead.

I've known Matt for a number of years now and his knowledge of all things retail and online commerce is unparalleled. In an age where almost anyone can pop a store up and begin selling, we need a manual for how to actually succeed...this is that manual. It's a quick read, one in which I guarantee you'll pick up some valuable tips in how to succeed in selling online.

Matt provides much needed insight and clarity in for the new and changing retail landscape. ANYONE who is interested in selling ANYTHING needs to read this book. SO much good information, my physical copy of the book looks like a 'highlighter murder scene.'

Actionable insights that retailers can use. The world of commerce has changed quite fast and it is easy to get caught up with all the shiny distractions in the ecosystem. Matt's book is a great guide for finding clarity in the chaos.

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