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These case studies all stress the importance of providing an in-store experience. These are five consistent elements each use to ensure a remarkable customer shopping experience: Interactiveness: All of these retailers ensure that the senses are connected - memories of what we feel, hear, see, smell, and touch, may last a lifetime.

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Case Type: marketing strategy. Consulting Firm: ZS Associates final round full time job interview. Industry Coverage: e-commerce, online business; retail. Case Interview Question #01311: Your client Tissot is a Swiss watchmaker that manufactures and markets brand name watches in the \$200 to \$2,000 price range. The company was founded in 1853 by Charles-Félicien Tissot and his son Charles ...

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