# Article information:

打开新零售的“魔盒”，你需要一个思考法则 | 教授观点  
<https://mp.weixin.qq.com/s/dPZzF1ZQLNBky7I-XcdrKQ>

# Article summary:

1. The three major strategies of retail: high gross profit margin strategy, high turnover level strategy, and high coverage strategy.

2. New retail is the coordination and integration of online and offline, driven by technology and efficiency orientation.

3. Scenario marketing is important in achieving full-scenario insights and triggering emotions to reduce price sensitivity and facilitate decision-making.

# Article rating:

Appears moderately imbalanced: The article provides some useful information, but is missing several important points or pieces of evidence that would be required to present the discussed topics in a balanced and reliable way. You are encouraged to seek a more balanced perspective on the presented issues by exploring the provided research topics and looking at different information sources.

# Article analysis:

该文章从营销的角度探讨了新零售的概念和核心，但存在一些偏见和片面报道。首先，作者认为媒体对于新零售的报道都是“奇怪的”，并且大多数文章没有触及到重点。这种说法可能存在偏见，因为不同媒体对于新零售的定义和理解可能存在差异，而且不同文章所关注的焦点也会有所不同。

其次，作者将新零售定义为“协调和整合线上和线下”的过程，并提出了三种协调方式。然而，这种定义可能过于简单化，并没有考虑到新零售所涉及到的复杂性和多样性。例如，在实践中，新零售还包括无人店、智能物流、人工智能等技术应用。

此外，作者强调了效率导向和优化运营系统在新零售中的重要性。然而，在追求效率的同时，也需要注意到可能存在的风险和负面影响。例如，在无人店中可能存在安全隐患，在数据收集和使用中可能侵犯消费者隐私等问题。

总之，该文章虽然提供了一些有价值的思考方法和观点，但也存在一些局限性和偏见。在探讨新零售的概念和实践时，需要更加全面和客观地考虑各种因素，并注意到可能存在的风险和挑战。

# Topics for further research:

* Different media definitions of new retail
* Complexity and diversity of new retail
* Technological applications in new retail
* Risks and negative impacts of efficiency-oriented approach
* Need for comprehensive and objective consideration of various factors
* Potential risks and challenges in new retail

# Report location:

<https://www.fullpicture.app/item/627c6207de63756820cef6ba62df7b5f>