# Managing Omnichannel ECommerce Projects Related Reads and Resources

Here’s a curated list of **related reads** and **additional resources** to complement the blog post *“Managing Omnichannel E-Commerce Projects: Tools, Challenges, and Solutions.”*

## 📚 Related Reads

**1. “The Everything Store” by Brad Stone**

A behind-the-scenes look at Amazon's rise and omnichannel dominance, offering insights into logistics, fulfillment, and digital commerce strategy.

**2. “Delivering Happiness” by Tony Hsieh**

Explores how Zappos built a customer-centric brand across online and offline experiences—valuable for understanding the role of service in omnichannel success.

**3. McKinsey Report – “Redefining omnichannel excellence in a post-pandemic world”**

An in-depth look at how customer behaviors have evolved and how leading retailers are redesigning omnichannel strategies.
🔗 [Read it here](https://www.mckinsey.com/industries/retail/our-insights/redefining-omnichannel-excellence-in-a-post-pandemic-world)

**4. Shopify’s Omnichannel Commerce Guide**

Covers everything from channel selection and integration to marketing and customer retention strategies.
🔗 [Read it here](https://www.shopify.com/blog/omnichannel-commerce)

**5. Salesforce State of Commerce Report**

Provides benchmarks, consumer trends, and technology insights for commerce leaders.
🔗 [Read it here](https://www.salesforce.com/resources/research-reports/state-of-commerce/)

## 🎓 Courses & Certifications

* **LinkedIn Learning – “Managing Retail Projects”**
Covers supply chain, fulfillment, customer service, and retail-specific PM challenges.
🔗 [Take the course](https://www.linkedin.com/learning/managing-retail-projects)
* **Coursera – “Digital Transformation in Retail” (University of Virginia)**
Offers a deep dive into emerging tech and omnichannel trends.
🔗 [Enroll here](https://www.coursera.org/learn/uva-darden-digital-transformation)
* **Google UX Design Certificate (Coursera)**
Great for PMs involved in omnichannel design and user experience testing.
🔗 [Get certified](https://www.coursera.org/professional-certificates/google-ux-design)

## 🛠️ Additional Resources & Tools

* [**Miro**](https://miro.com/) – Ideal for customer journey mapping, sprint planning, and collaboration across cross-functional omnichannel teams.
* [**Slack + Asana**](https://asana.com/partners/slack) – Combines team communication with task management to streamline collaboration between marketing, IT, operations, and design teams.
* [**Segment**](https://segment.com/) – A customer data platform that unifies user behavior across mobile, web, email, and retail systems—crucial for personalizing omnichannel experiences.
* [**BigCommerce**](https://www.bigcommerce.com/) – A flexible, API-first e-commerce platform designed to power scalable omnichannel integrations across marketplaces, POS systems, and custom apps.
* [**GS1 US**](https://www.gs1us.org/) – Provides universal standards for barcodes, product identifiers (like GTIN), and data synchronization—essential for consistent product listings across all channels.
* [**Salesforce Commerce Cloud**](https://www.salesforce.com/products/commerce-cloud/overview/) – Unifies the customer journey across web, mobile, social, and in-store.
* [**Shopify Plus**](https://www.shopify.com/plus) – Supports fast-growing brands with native omnichannel features like POS, headless commerce, and marketplace integrations.
* [**NetSuite ERP**](https://www.netsuite.com/) – Centralizes finance, inventory, and order management to ensure consistency across channels.
* [**Zendesk or Gorgias**](https://www.gorgias.com/) – Integrates customer service across email, chat, SMS, and social.
* [**Trello or Jira**](https://www.atlassian.com/software/jira) – Helps track tasks, dependencies, and workflows across cross-functional teams.
* [**Looker Studio**](https://lookerstudio.google.com/) – Build centralized dashboards to monitor KPIs across marketing, fulfillment, and sales.