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Retail Revolution: Will Your Brick-and-Mortar Store Survive?

Rajiv Lal, José Alvarez, Dan Greenberg

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Retail Revolution: Will Your Brick-and-Mortar Store Survive? Rajiv Lal, José Alvarez, Dan Greenberg Will ecommerce destroy retail as we know it or is it just a speed bump for retailers? In Retail Revolution the authors take a comprehensive, deep dive into several retail segments in order to develop a more nuanced approach to understanding the significant changes occurring in retail. The authors also lay out several strategies that retailers can use to guide their actions as they attempt to survive the grinding downward spiral being created by ecommerce.

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