

# Retail Revolution: Will Your Brick & Mortar Store Survive?

By Rajiv Lal;Jose Alvarez;Daniel Greenberg

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May 22, 2013 Titled The Online Retail Revolution, the US Senate passed a bill requiring online retailers to collect sales tax just like their brick and mortar

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BOSTON In their new book, Retail Revolution: Will Your Brick-and-Mortar Store Survive, Harvard Business School faculty members Rajiv Lal and Jos Alvarez and

**Retail Revolution' Excerpt: The Scale of the -**

book excerpt The Scale of the Threat From Retail Revolution: Will Your Brick-and-Mortar Store Survive? By Rajiv Lal, Jose Alvarez and Dan Greenberg

**Hyper-connected or hyper-dead: it s a retail -**

placed retailers in the midst of a retail revolution. channel consumer is the central force shaping the future of e-commerce and brick-and-mortar stores

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lies all in the title Retail rEvolution . the practice of examining merchandise in a traditional brick and mortar retail store and then buying it

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