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**Each report includes:**

•Overview of the Issue	•Chronology	•Short Features	•Bibliography	•Footnotes
•Current Situation	•Pro/Con Debate	•Maps/Graphs	•Background	•Automatic Citations

**Pro/Con**

Should retailers de-emphasize brick-and-mortar stores to concentrate on online shopping?

**Pro**



**Michael Dart**

Private Equity Consultant, A.T. Kearney; Author, *Retail's Seismic Shift: How to Shift Faster, Respond Better, and Win Customer Loyalty*. Written for *CQ Researcher*, June 2018

- It's a better experience and cheaper. Stores are an incredibly expensive asset, and many retailers have too many that are too large. Focusing on a few stores will help retailers make for a unique and perfectly executed customer experience.
- Online offers unparalleled learning and personalization. Increasingly, each consumer wants to be treated as an individual, creating an infinite number of finite niches for retailers. The online experience is "personalizable" in a way stores cannot achieve — from the products displayed to targeted marketing to pricing strategy.

**Con**



**Barbara E. Kahn**

Professor of Marketing, Wharton School, University of Pennsylvania; Author, *The Shopping Revolution: How Successful Retailers Win Customers in an Era of Endless Disruption*. Written for *CQ Researcher*, June 2018

Although many consumers like the convenience of online shopping, physical stores that offer superior customer experience have great appeal. Customers like to be able to touch and feel the product, they enjoy the social interaction of physical retailing and some prefer to be able to take home the product "right now." But consumers are demanding a seamless experience known as omnichannel retailing: physical, online and mobile. Successful retailers strive to collect customer data across all platforms in order to personalize and customize the shopping process.

Wechsler, Pat. "Retailing Shakeout." *CQ Researcher*, 8 June 2018, pp. 489-512, [library.cqpress.com/cqresearcher/cqresrre2018060806](http://library.cqpress.com/cqresearcher/cqresrre2018060806).

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