

FROM DARK AGES TO A BRIGHT FUTURE

A HISTORY OF RETAIL DISRUPTION

Since ancient times retail leaders have embraced disruption to stay ahead.



CENTURYLINK CONNECTIVITY POWERS THE DIGITAL BUSINESS TRANSFORMATION OF RETAIL.
ARE YOU PREPARED?

i Judy Hevrdejs, Chicago Tribune, "Montgomery Ward's first catalog". <http://www.chicagotribune.com/news/nationworld/politics/chi-chicagodays-firstcatalog-story-story.html>

ii U.S. Department of Commerce.

iii Gonzales-Garcia, Jamie. "Credit Card Ownership Statistics." Creditcards.com, October 25, 2016. <https://www.creditcards.com/credit-card-news/ownership-statistics.php>

iv Goodkind, Nicole. "The rise and fall of the shopping mall." Yahoo Finance, June 27, 2014. <https://finance.yahoo.com/blogs/daily-ticker/the-rise-and-fall-of-the-shopping-mall-140552841.html>

v "Big-Box and department stores consumer spending in the United States from 2006 to 2020." Statista, accessed April 17, 2018. <https://www.statista.com/statistics/473755/big-box-and-department-stores-consumer-spending-in-the-us/>

vi "Retail eCommerce Sales in United States from 2016 to 2022." Statista, accessed April 16, 2018. <https://www.statista.com/statistics/272391/us-retail-e-commerce-sales-forecast/>

vii State of Marketing 2018 and How to Reach Today's Omnichannel Consumers." V12 Data, March 5, 2018. <http://www.v12data.com/blog/state-of-marketing-2018-and-how-to-reach-todays-omnichannel-consumers/>

viii Fagella, Daniel. "Artificial Intelligence in Retail – 10 Present and Future Use Cases." Tech Emergence. Last modified March 29, 2018. <https://www.techemergence.com/artificial-intelligence-retail/>

ix Lutz, Ashley. Nordstrom is testing a tiny new store that doesn't sell clothes." Business Insider, September 11, 2017. <http://www.businessinsider.com/nordstrom-new-store-concept-2017-9>



CenturyLink®