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Retailing in the Era of Tech Titans

Lori Schafer, SAS

ABSTRACT

Over the past decade, five companies have emerged with the potential to aggressively reshape the landscape of multiple industries – and to change marketing as we know it. They are the tech titans: Amazon, Apple, eBay, Facebook and Google.

Collectively, these companies are worth more than \$1 trillion. Their growth, cash and vision make them formidable competitors in any industry and complex partners for any company. These organizations don't recognize borders – they are marching beyond the walls of tech into retailing, advertising, publishing, movies, television, communications, financial services, and eventually into health care and insurance.

The session highlights the strategies of these companies; retailers may want to consider their own markets and what may happen because of the tech titans.

No paper was submitted for publication in the *Proceedings*. Check <http://support.sas.com/rnd/papers/> or contact the author.

CONTACT INFORMATION

Lori Schafer
SAS
Lori.Schafer@sas.com

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