4 Ways Brands Can Compete With and Utilize Amazon

As waves of legacy retailers close their doors, countless other retailers and brands are reevaluating their digital strategies in the wake of Amazon’s rise. The reality is that Amazon’s highly sophisticated, dynamic Marketplace has already defined the trajectory of ecommerce, and digital marketing is next on its list. In a recent earnings report, the online… https://www.adweek.com/digital/4-ways-brands-can-compete-with-and-utilize-amazon/