How Radio Can Help Supermarkets Compete With Amazon Go

Amazon Go has completely overhauled the in-store shopping experience by eliminating its biggest flaw: the loathed and often lengthy check-out process. Since debuting its cashier-less Seattle location at the end of 2017, Amazon already has plans to open stores in Chicago and San Francisco. Do supermarkets stand a chance against Amazon’s growing grocery empire, complete… https://www.adweek.com/brand-marketing/how-radio-can-help-supermarkets-compete-with-amazon-go/