

Naveen Jindal School of Management

Competitive Strategies for Brick-and-Mortar Stores to Counter "Showrooming"

UT Dallas Author(s):

Amit Mehra

Citation:

Mehra, A., S. Kumar, and J. S. Raju. 2018. "Competitive strategies for brick-and-mortar stores to counter "showrooming"." *Management Science* 64(7): 3076-3090, doi:10.1287/mnsc.2017.2764

Access to full text is restricted to users with a valid UT Dallas NetID and password. Authorized users may click the link below to read full text.

<http://utd.edu/t/4915>