HIRI Presentation: Emerging Channels and the Capabilities Needed to Thrive

By Russ Dieringer // October 10, 2021 // Research, Webinars

I recently got the chance to speak at the Home Improvement Research Institute's annual retail event.

My talk focused on emerging channels that are going to become more relevant to the home improvement category over the next few years, and the capabilities organizations need in order to take advantage of them.

Watch the video presentation below and let me know what you thought!

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