Road Map?

Central:
1. Retail Supporting
   a. Auxiliary HQs, Computing, Intangibles (Intangibles could be module?) (HCI)
2. Gross Margin (and gross output?)
3. Experimental deflators (Gross output, gross margin, double deflation, unit value)
4. Main drawback is separating freight by retail/commercial

Modules:
1. Distributional plus couriers and messengers (Syverson)
   a. Auxiliaries HCI
2. Goods to digital
3. Retail supporting (Ownership issues?)
4. Intangibles: (issue is big data) (or in central?)
5. Offshoring
6. Case studies: (partly or mostly confidential)
   a. Walmart, Costco, Amazon, Shopify
   b. Apple, Nike, Netflix, Facebook, Google