

INNOVATION AND PROGRESSION IN RETAILING HISTORY

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The basic theme is the need to understand the development of the ideas underlying retail innovations. These are best understood in terms of progressions or trajectories which are affected by changes in technology and market conditions. The approach stems from the "evolutionary theories of economic change" which have influenced thinking in economics. It provides a strong alternative to traditional chronological approaches, especially the approach to writing retail history based on swings between and away from specialization in the performance of retail activities.