Business Insider: Trump blasting Amazon over tariff transparency is a warning sign for US retailers

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Rob Lalka, Albert Lepage Professor in Business, was interviewed by Business Insider for a story about President Trump's pressuring of Amazon to kill a plan to display tariff-related costs on product pages.

> Companies communicate with consumers about how prices are calculated all the time, Rob Lalka, a professor at Tulane's Freeman School of Business, said. Think, he said, about stores noting a state sales tax on a receipt. "That's always a way of redirecting public backlash against higher

prices away from the company itself and toward policy or a policymaker," Lalka said.

To read the story in its entirety, visit businessinsider.com:

https://www.businessinsider.com/trump-retailers-amazon-bezos-price-rise-2025-4