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## KEY FACTORS OF SUCCESSFUL E-COMMERCE - WHAT HP CAN LEARN FROM DELL



GRIN Verlag Nov 2007, 2007. Taschenbuch. Book Condition: Neu. 210x147x25 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2006 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, grade: 58, Northumbria University, 22 entries in the bibliography, language: English, abstract: Today Dell is a market leader that constantly gains competitive advantage with its effective e-commerce strategies. The following report was prepared for the Chief Executive Officer of...

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