

Amazon.com Inc in Retailing (Greece)

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Abstracts

The Greek recession has not seemed to hinder development for this world-wide Internet retailer in the country. By contrast, Amazon increased its share with double-digit growth, as it is able to provide cheaper alternatives and a great variety of products. The company's future plans are expected to continue to involve offers to websites affiliated with the Greek market, such as the amazon.co.uk and amazon.de, for example the very successful free delivery of orders over £25.00 (from the UK...

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