

Amazon.de GmbH in Retailing (Switzerland)

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Date: January 2016

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: A3F52F0539FEN

Abstracts

Evolving in a highly competitive environment, with many large players having developed a successful online activity, Amazon is expected to solidify and extend its current position while looking for online commerce opportunities in other areas. The company is driven by innovation and seeks to offer more products and services to its clients in order to maintain customer loyalty and improve brand recognition.

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