

Ctrip.com International Ltd in Travel and Tourism (China)

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Abstracts

To secure the leading position in online travel retail and even gain sales from traditional travel retailers, such as China International Tour Service Co, among the rising intensified competition, Ctrip.com International Ltd aims to continuously expand its business scope by a series of mergers and acquisitions as well as investments over the forecast period. In order to meet the huge potential demand for mobile applications, the company is likely to focus on updating and promoting its more...

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