

Despegar.com in Travel and Tourism (Argentina)

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Abstracts

Despegar.com is the leader in the travel retail market and is focused on being ahead of the competition and increasing its presence in social networks and mobile devices through the apps available in its website. In addition, Despegar.com uses the internet not only to sell its products but also to increase its service quality through tools such as a blog to communicate with its customers, a webpage with destination tips and recommendations.

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