

# Joyo.com in Retailing (China)

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Date: January 2013

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: J327933E272EN

## Abstracts

As the number one on-line book store in China, Joyo.com aims to provide the richest choices, the lowest price and the most outstanding customer service for consumers. To consolidate its leading position in this category, the company will continue to introduce consumer-centric measures to maintain its customer base, such as exclusive pre-order of popular books, music CDs, games and software, with a lowest price guarantee. Joyo.com will further develop its on-line department store retailing...

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