

# Libri-Bookline Nyrt in Retailing (Hungary)

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## Abstracts

Libri-Bookline is a successful multichannel retailer within media products retailing. The company's strategy returns to its core business and focuses on selling media products only. Libri-Bookline's shonline.hu was shut down during the first quarter of 2016, as the web shop, which featured a wide array of products including sporting goods, homewares and toys, faced several emerging competitors that were backed by larger resources and better volume deals from manufacturers (thus offering lower...

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