

National Book Store Inc in Retailing (Philippines)

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Abstracts

National Book Store Inc continued to be a leading retailer in the Philippines up to 2015, with its dominance of and contribution to media products stores. In the future, it plans to continue its geographical expansion and further improve its already wide selection of educational, professional and social communication products to meet the evolving and continuously growing needs of Filipino consumers. It is also expected to further promote its online store due to the booming e-commerce in the...

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