

Priceline.com Inc in Travel and Tourism (USA)

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Abstracts

Priceline.com Inc has recently changed company focus away from the 'Name Your Own Price' model, building an integrated online retail platform. Priceline has built US share through a high-profile marketing campaign featuring the actor William Shatner as the Priceline Negotiator. The company is focused on becoming the largest international hotel booking website, and its international websites, especially booking.com, continue to account for the bulk of the company's revenue and growth. The...

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