

Tmall.com in Retailing (China)

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Date: March 2014

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: T5D59B9FA8AEN

Abstracts

Tmall.com will continue to enhance the shopping experience of customers, by supporting online sellers via innovative tools, such as pre-order facilities, and helping local brands to grow through its platform. In these ways, the company aims to retain its leading position in internet retailing in China.

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