

# Tzomet Sfarim Ltd in Retailing (Israel)

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## Abstracts

Tzomet Sfarim will need to look for ways to ways to grow, and will not be able to continue with its aggressive price strategy due to the new “author’s law”. The company is facing its biggest challenge; as a result it is expected that it will need to become more efficient in order to reduce costs, and find new ways to increase its market share.

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