

2020 Internet Retail Companies: Capabilities, Goals and Strategies

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Abstracts

In the dynamic and fragmented Internet Retail industry, besieged by intense competition and rapid change of technological innovations, the ability to anticipate new product introductions and marketing strategies is particularly important...and can spell the difference between success and failure.

Our collection of strategic assessments of leading Internet Retail companies provides significant competitor information, analysis and insight critical to the development and implementation of effective business, marketing and R&D programs. The assessments include latest organizational and management developments, acquisitions and divestitures, marketing tactics, financial results, strengths and weaknesses, and strategic directions.

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