



## Managing Business in a Multi-Channel World: Success Factors for E-Business

By Timo Saarinen

IDEA GROUP PUB Apr 2005, 2005. Buch. Book Condition: Neu. 264x186x24 mm. Neuware - Addresses the concerns of existing companies who wish to succeed in the new multi-channel environment as it develops and becomes commonplace. The book offers insight into studies on multi-channel e-business in consumers, markets and strategy of e-business and the impending future of the multi-channel environment. 370 pp. Englisch.



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