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## GLOBAL CORPORATE STRATEGY - A CRITICAL ANALYSIS AND EVALUATION OF AMAZON.COM



GRIN Verlag. Paperback. Book Condition: New. Paperback. 64 pages. Dimensions: 8.2in. x 5.6in. x 0.2in. Essay from the year 2006 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 65 - B, University of Sunderland (Faculty of Business and Law), course: Global Corporate Strategy, language: English, abstract: In the following, the Amazon. com case study will be critically analysed and evaluated. High emphasis will be put on the companys global business policies and strategies from...

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