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B-2 Appendix B: Structure and Components of the E-Commerce Business Model MAJOR COMPONENTS AND KEY ISSUES OF AN E-COMMERCE BUSINESS MODEL In order to sustain a successful business venture, a viable business model should address a number of issues

STRUCTURE AND COMPONENTS OF THE E-COMMERCE BUSINESS MODEL

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How mobility players can compete as the automotive

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Graham Kenny is managing director of Strategic Factors, a Sydney-based consultancy that specializes in strategic planning and performance measurement, and president of Reinvent Australia, an ...

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