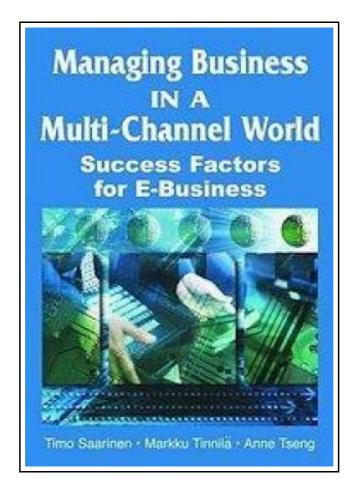
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MANAGING BUSINESS IN A MULTI-CHANNEL WORLD: SUCCESS FACTORS FOR E-BUSINESS



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