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By Keith T. Brown

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Interactive Marketplace: Business-to-Business Strategies for Delivering Just-in-Time, Mass-Customized Products. by. Keith T. Brown. In The Interactive Marketplace, Brown looks to a range of real-life examples and industry trends as he explores how customer-targeted e-business is shifting more and more toward an emphasis on B2B platforms that integrate Internet technology into all phases of business operations. Readers will learn exactly how to create a business model that is capable of seamlessly reaching from the manufacturer, through the supply chain, to the contractor and point-of-sale-while delivering interactive capability to the consumer on an extremely user-friendly technology platform. Download The Interactive Marketplace: Business-to-Business Strategies for Delivering Just-in-Time Mass-Customized audiobook online now. You also can download other audiobooks, ebook, magazine and also comics. Get online The Interactive Marketplace: Business-to-Business Strategies for Delivering Just-in-Time Mass-Customized today. Download Best audioBook The Interactive Marketplace: Business-to-Business model to succeed in the emerging market—then there is no need to carry on with the entry. In support of Khanna, Palepu, and Sinha's (2005) claim on the strategies for MNCs in emerging markets—and with additional strategies to be employed while in the terrain—are the. In addition, the time span for the research appears to be too long for so few participants to be involved in the research. A recommendation would, therefore, It's no easy task to identify strategies for entering new international markets or to decide which countries to do business with. Many firms simply go with what they know-and fall far short of their goals. Part of the problem is that emerging markets have "institutional voids": They lack specialized intermediaries, regulatory systems, and contract-enforcing methods.