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| Autore                  | Titus Ray                                                                                                                                                                                                                                                  |
| Titolo                  | Round the clock : how a 24x7 digital marketplace is transforming business / / Ray Titus                                                                                                                                                                    |
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| ISBN                    | 93-5280-822-3                                                                                                                                                                                                                                              |
| Edizione                | [1st ed.]                                                                                                                                                                                                                                                  |
| Descrizione fisica      | 1 online resource (201 pages)                                                                                                                                                                                                                              |
| Disciplina              | 381.142                                                                                                                                                                                                                                                    |
| Soggetti                | Information technology - Economic aspects<br>Technological innovations - Economic aspects<br>Electronic commerce                                                                                                                                           |
| Lingua di pubblicazione | Inglese                                                                                                                                                                                                                                                    |
| Formato                 | Materiale a stampa                                                                                                                                                                                                                                         |
| Livello bibliografico   | Monografia                                                                                                                                                                                                                                                 |
| Nota di bibliografia    | Includes bibliographical references.                                                                                                                                                                                                                       |
| Nota di contenuto       | Shifting paradigms -- Infinity is here -- Perceptions matter -- No more gatekeepers -- Active ends passive -- Bye-bye habits -- Here comes the atom family -- Outing everything -- Inhibitions on the loose -- Lining it up, getting it right -- Epilogue. |
| Sommario/riassunto      | Documents and reveals the transformational impact of an infinite digital marketplace on business and marketing..                                                                                                                                           |