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Online Direct Marketing

The most obvious model is that of selling online, from a manufacturer to a customer (eliminating intermediaries), or such as in the case of [Marks & Spencer](#), from retailers to consumers (making distribution more efficient). Such a model is especially efficient for digitizable products and services (those that can be delivered electronically). There are several variations to this model. It is practiced in B2C (where it is called *e-tailing*) and B2B types of e-commerce.


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