

Clicks, bricks & brands

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Electronic commerce -- Case studies.

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Bricks Plus Clicks

Now, how do we know who they really are and what their characteristics are? Not once, but six times. Make a long-term commitment: If your product has a short life cycle or if you can't make the time commitment of, say, a three-year lease, opening a retail store is not for you.

From Clicks to Bricks

According to Patti Freeman Evans, an analyst with Jupitermedia Corp.

How to Succeed at Bricks

Customers are not shy to do their own research when looking to purchase a specific product. And it also comes at the expense of people like me. It was just that the students didn't like it.

What Is the Bricks

It will be seven minutes long uninterrupted. Jonathan Cole: I'm sure everyone's going to go to it, yes. As the next wave of Internet shoppers comes online, many will be unfamiliar with the names of Internet-only toy retailers, but the overwhelming majority will immediately recognize the KB brand.

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