

What Are the Key AI Use Cases in E-Commerce?



Teach Notes Cases E Commerce

Rachel Sandford



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markets immediately upon creation Bringing together 11 key cases Erik Rasmussen highlights how these firms have been increasing in number over the last 20 years He further explores the speed of their growth the challenges experienced and likely future prognoses The book also discusses whether early internationalisation could be advantageous to entrepreneurial firms by linking up to other more prominent firms and thereby creating a greater reach for the newly created firms

Catalog of Best-selling Teaching Materials Harvard Business School Publishing Corporation,1999 **Teaching with Cases** James A. Erskine,Michiel R. Leenders,Louise A. Mauffette-Leenders,Richard Ivey School of Business,1998

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