

The E Bay Phenomenon Business Secrets Behind The Worlds Hottest Internet Company

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The E Bay Phenomenon Business

The eBay Phenomenon does more than unearth the fascinating behind-the-scenes secrets of one of the hottest companies in existence today. It distills valuable lessons that will help any entrepreneur, business owner, or manager-whether the business is Web-based or brick-and-mortar-make decisions that attract customers, promote growth, and sow the seeds of overwhelming success.

Amazon.com: The e-Bay Phenomenon: Business Secrets Behind ...

The company has been growing at 40-50% per quarter in terms of employees, users and revenues. There have been problems managing the growth with servers becoming overloaded. However, ebay is an electronic commerce or e-business success story. The most interesting facts from the book is that a virtual community has been built around the ebay business.

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The eBay Phenomenon taps into the dynamics and strategies that have made eBay one of the most profitable e:commerce companies in business today. Through inside access to the top players including CEO Meg Whitman, Richard Brandt reveals the philosophies and inner workings of this emerging digital giant.

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The e-Bay phenomenon : business secrets behind the world's ...

This complete summary of the ideas from David Bunnell's book "The eBay Phenomenon" analyses the winning business strategy of Pierre Omidyar and his partner Jeff Skoll and the reasons behind their success.

The eBay Phenomenon: Business Secrets Behind the World's ...

Whatever your interest, eBay's is a compelling and instructive business story. From small beginnings and modest goals, its business volume has exploded, and its name is becoming a household word. It has forged strategic relationships with America Online, Disney, and many lesser-known entities.

The E-Bay Phenomenon: Business Secrets behind the World's ...

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Amazon.com: Customer reviews: The Ebay Phenomenon ...

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The Ebay Phenomenon: Business Secrets Behind the World's ...

The ebay Phenomenon: Business Secrets Behind the World's Hottest Internet Company: Bunnell, David, Luecke, Richard A.: 9780471384908: Books - Amazon.ca

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Get this from a library! The eBay phenomenon : business secrets behind the world's hottest internet company. [David Bunnell; Richard Luecke; Chris Ryan] -- Inside account of how innovative eBay became a great business success, using customer-centric ideas to create an internet auction.

The eBay phenomenon : business secrets behind the world's ...

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