

E-BUSINESS

Listen to *Five tips on building an e-business* and answer the following questions:

1. What does Jordan Banks do?

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2. What five top tips on building an e-business does Jordan Banks mention?

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3. How does simplicity manifest itself?

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4. How is customer support provided for in e-business?

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5. How do you develop integrated Internet marketing strategy?

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6. What is DELL a good example of?

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7. Why do you need big ears in e-business?

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Bibliography:

Five tips on building an e-business, [online], [dostęp 8 października 2013], dostępny w Internecie: <http://www.youtube.com/watch?v=cnJq0C4Sw1s>.

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