

## Six Billion Shoppers The Companies Winning The Global E Commerce Boom

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Six Billion Shoppers: The Companies Winning the Global E ...

By the time the revolution is in full flower, Erisman sees a world of six billion online shoppers. The implications are staggering, beyond anything retailers have ever envisioned. Erisman has a lively, clear style and a wealth of personal anecdotes, many from his eight years at Chinese e-behemoth Alibaba.

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