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Closing the Data Gap for Cross-Channel Sellers in an Amazon World

https://www.ibm.com/developerworks/community/blogs/d27b1c65-986e-4a4f-a491-5e8eb23980be/entry/How_CRM_Can_Resolve_Amazon_s_Cross_Channel_Data_Pinch?lang=en

Amazons growth is unprecedented. As cross-channel sellers look to consolidate data and protect their bottom line, new technology solutions could be the answer.

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