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DISTANCE (ELECTRONIC) TRADE



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The purpose of the textbook “Distance (electronic) trade” is to obtain skills in organizing trading activities using remote technologies that exclude the buyer’s contact with the product at the time of forming a consumer choice. The textbook is used within the discipline “distance trading” and others. The textbook is prepared in accordance with the program of the discipline of the same name and is intended for students majoring in 38.03.06 “Trade business”.

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