

Librería
Bonilla y Asociados
desde 1950



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In the electronic commerce world, knowing who your customers are and making sure you have the products and services they want becomes even more imperative than it is in the "real" world.... The corner grocery needs only to approximate what customers really want because the convenience factor brings in the business. But when you eliminate this advantage--when customers can go anywhere to get what they want--you'd better know what they're looking for.