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Continuous Investment Model of E-Commerce

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ABSTRACT

The problems of e-commerce investment have been a chronic painful agony, due to its large investment, low profits and long payback periods, etc. In this work, we deeply study e-commerce profits, analyze the investment patterns and establish investment recovery matrices. We also propose the great product matrix concept for solving continuous investment, in an attempt to find an optimal solution to maximize the investment profits.

KEYWORDS

Electronic Commerce, Continuous Investment, Investment Recovery, Great Product Matrix

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