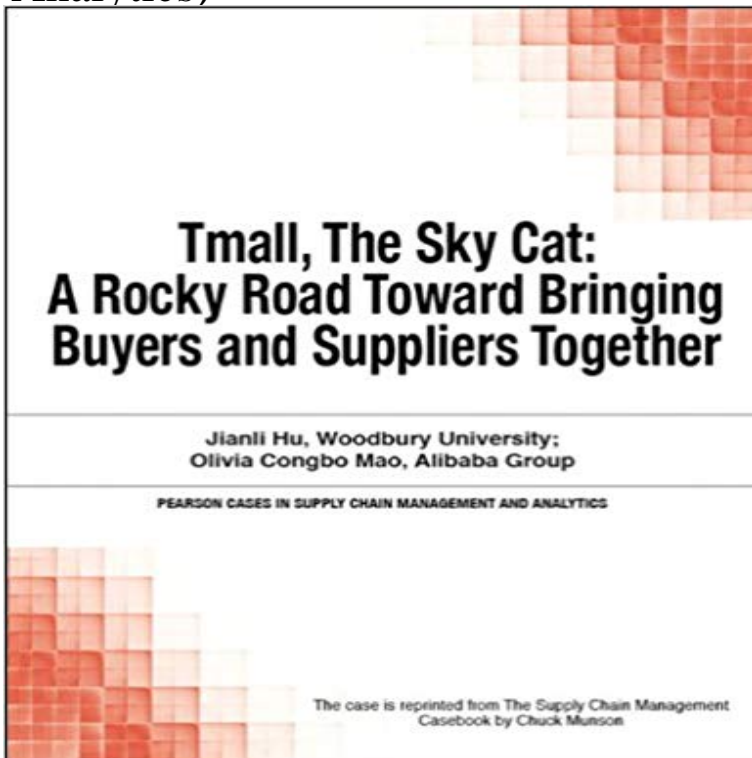


# Tmall, The Sky Cat: A Rocky Road Toward Bringing Buyers and Suppliers Together (Pearson Cases in Supply Chain Management and Analytics)



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