

[S12- Ecommerce, Digital & Omnichannel.pptx](#)

https://globalbusinessschool-my.sharepoint.com/:p:/r/personal/ali_moghnieh_faculty_gbsb_global/Documents/Marketing%20%26%20International%20Positioning/S12-%20Ecommerce,%20Digital%20%26%20Omnichannel.pptx?d=w303fb736d0c84a459170f958d2771302&csf=1&web=1&e=QLpq2r