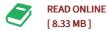# The Auction App: How Companies Tap the Power of Online Auctions to Maximize Revenue Growth

By Bob Heyman

McGraw-Hill. Paperback. Condition: New. 312 pages. Dimensions: 9.0in. x 6.0in. x 0.8in.How companies such as L. L. Bean and Sun Microsystems are using online auctions to help boost their bottom lines From liquidating excess inventory to B2B materials procurement, corporate America has discovered online auctions as a catalyst for redefining old supply-chain relationships and business practices. Most analysts consider them the next big business opportunity. The Auction App details the tools and tactics employed by Sun Microsystems, Coca-Cola, and companies of any size and virtually every industry for creating, conducting, managing, and executing online auctions. Greater numbers of businesses will be able to discover the numerous profitable advantages of utilizing online auctions. The Auction App shows them how to: Liquidate excess inventory Acquire new customers cost-effectively Conduct real-time market research Provide new avenues of cooperation between sellers and suppliers This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Paperback.

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