

Events

2023 eControl360 Summit

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EVENT | 4.26.2023

The rapid growth of eCommerce and the Amazon marketplace has created a new ecosystem in which brands struggle to control their product sales. Products are sold by hordes of anonymous online sellers. Now, brands face problems at an unprecedented scale not previously experienced including: channel conflict, eCommerce disruption, erosion of brand value and quality control issues.

Attendees will learn how the intersection of law, channel management, sales, eCommerce, technology, investigation and other disciplines can be leveraged to drive innovative approaches for their brands to control sales in the omni-channel digitally driven world.

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