



& NARUS, J.A. 1991. Mastering the Digital Marketplace: Practical Strategies for. - Google Books Result Oct 30, 2015. Stars: 2.67 of 5 stars, Original EBook Title: Mastering the Digital Marketplace: Practical Strategies for Competitiveness in the New Economy. Mastering Digital Marketplace Strategies Competitiveness May 19, 2015. In other words, the resulting digital application marketplace types, summarized in the Mastering the Digital Marketplace: Practical strategies for competitiveness in the new economy, New York: John Wiley and Sons.