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From: Unit Komunikasi Korporat
Sent: Sunday, October 28, 2018 7:48 PM
To: UUM - All Staff; UUM - All Students
Subject: Books Published By UUM Press Are Now Available On Lazada And Shopee



Unit Komunikasi Korporat
CORPORATE COMMUNICATION UNIT
Universiti Utara Malaysia

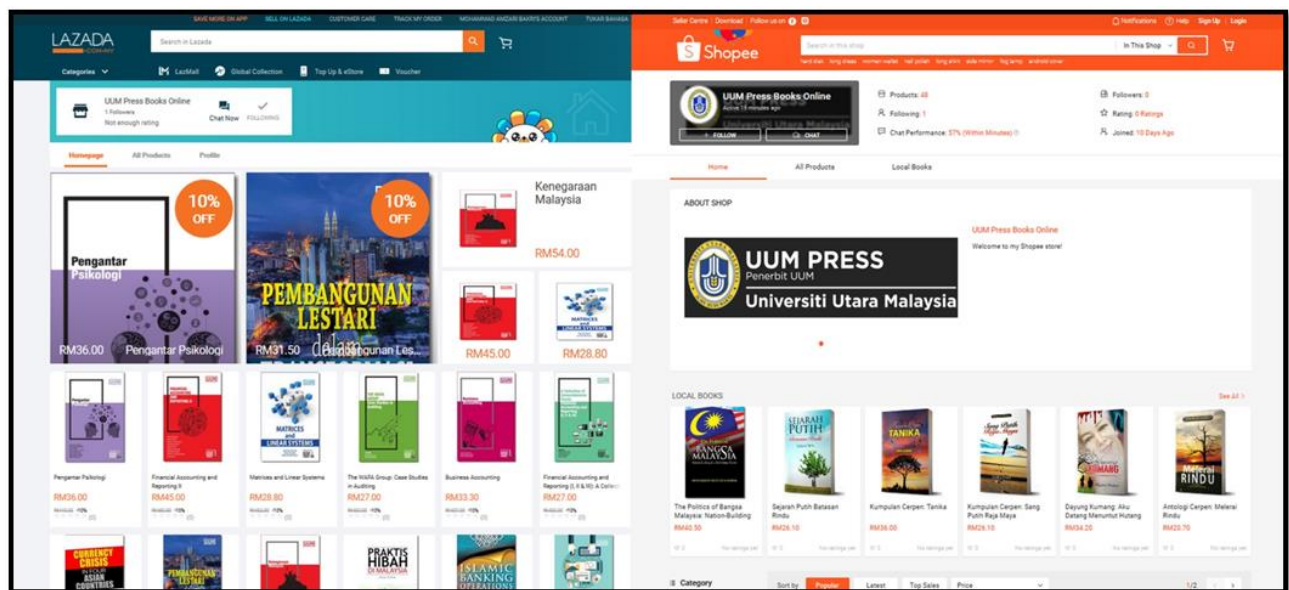
28 OCTOBER 2018 / 19 SAFAR 1440H

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"UUM : UNIVERSITI PENGURUSAN TERKEMUKA"
(THE EMINENT MANAGEMENT UNIVERSITY)

Translated by Mahaliza Mahadhir

BOOKS PUBLISHED BY UUM PRESS ARE NOW AVAILABLE ON LAZADA AND SHOPEE



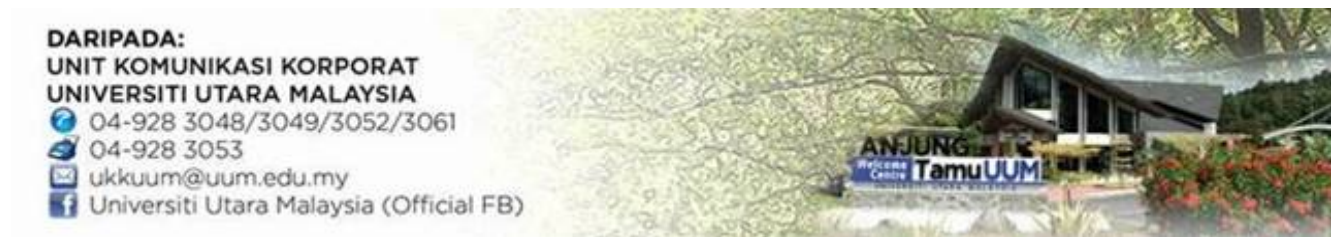
UUM ONLINE: Online shopping service is fast gaining popularity amongst members of the community today.

As such, not wanting to be left behind with this current trend, UUM Press is taking a step further by adding two more renown online sales channels namely Lazada and Shopee to increase its book sales via online.

This effort will hopefully increase the sales of books published by UUM Press while introducing its products to a wider audience.

UUM Press also intends to further increase sales via other e-commerce platforms such as e-bay, 11th street and others in the future.

The www.uumpress.com.my website is the first UUM Press e-commerce platform that has operated since 2012.



Universiti Utara Malaysia Official Website <http://www.uum.edu.my>

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