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Dell was one of the pioneers of the "Direct" selling model wherein they eliminated the resellers and sold directly to the customer. The results of this model were multiple: 1) Savings were passed to the customer.

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Marketing strategy of Dell - Dell marketing strategy

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Writings Dell's 1999 book, *Direct from Dell: Strategies That Revolutionized an Industry* (by HarperBusiness), is an account of his early life, his company's founding, growth and missteps, as well as lessons learned. The book was written in collaboration with Catherine Fredman.

Michael Dell - Wikipedia

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