

<p>????????? Otto Group, ??? ? ??????? ??????????, ????? ? ?????? ?????????????????  
????????? ?????????? Quelle ??? ?????????????? ?????????? ?????? ? ?????? ??????  
????????????? ?? ? ??? ??????????.</p> <p></p> <p>????? ?????????????? ?????????? ?????????? ?????????????? ??????  
??◆????????? ?????? ?◆?????? ?????? ?????? ?????? ?????? ??????.</p> <p  
align="justify">????? ?◆????? ?????????????? ??? ?????? ?????? ?????? ?◆ OTTO, Bonprix  
?◆Witt International. ?????? ?◆??? ?????????? Quelle.◆ ?◆????? ??????????????  
Quelle ?◆????? ??◆????? ??? ?◆????? ??????, ??? ??? ??? ??◆????? ??????????  
????????? ?????????? ??◆????????? ?????????? ?????????? ?????? ??????????????  
?????◆,◆ ?????? ?◆???????? Deutsche Welle ??????? ???????, ??????????  
????????? ????????? Direct catalogue service◆ ?????????? ????? Otto◆Group, ???????,  
?? ? ?????????? ?????? ?????? ??????, ?????? ?????, ?◆????? ?????? ?????? ??????????  
????.</p> <p align="justify">????????? ??????, ?????????? ?????? ?????? ?????? ?????? ??????  
????? ?????? ??◆????????? ?????? ?????????? ?????????, ?◆????????, ??◆?????  
????????? ???????, ?????? ??????: ◆????? ?????????????? ?????????? ?◆?????  
????????? ?????????? ?????????? ?????? ?????? ?????? ?????? ?????????? ??◆?????  
????????? ?????????? ??????, ?????? ?????? ?◆????????, ?◆????? ?????? ?????? ?◆?????  
????????? ??? ?????? ?????? ?????????? ?????? ??????, ??◆?◆????????? ?????? ?◆?????  
?, ??? ??????, Otto◆Group ????? ?????? ?????????? ?????????? ?????? ?????? ?????? ??????◆  
????? ?????????? ?????? ??◆????????? ?◆????? ?????? ?????? ?????????? 40%.</p> <p  
align="justify">◆?? ??? ??? ?????? ?????? ?????? ?????? ?????????? ??????, ?????????????? ??? ???  
?????????, ◆ ? ?????????? ??????..◆ ? ??? ???? ?????? ??? ?????? ?????? ?????? ??????????  
?◆????? ?◆????????????? ??? ??◆????? ?◆????, ??? ??◆????????? ?????? ?????? ???  
????? ?????? ?????? ?????????? 40◆?◆????? ??????????◆.</p> <p  
align="justify">??◆?????, ??? ???◆ ???? ?????? ?????????? ??◆????? ??????,  
?◆??◆????? ??◆????? ?◆????????? ?????? ?????? ?????????? ?????? ??? ????. ???  
??????, ??? ?◆????? ?????? ?◆????????? Otto, ?????????? ??◆????? ??????????  
????? ??????-?????? ?????? ?????? ?????? ?????????????? ??????-?????? Amazon,  
????? ?????????? ?????????? ?◆????????? ?????? 50%, ?????????? ??????????  
????????? ?????? ??????.</p> <p align="justify">?????, ?????? ?????? ?????? ?◆?????  
????????? ?????????? ?????????? ?????? ?????? ?????-?????? ?◆?????????  
????????? ??◆????? ???????, ?????????? ??? ?????, ??◆????? ??????, ??????????  
????????? ??? ?????: ◆????????????? ?????? ?????? ?????? ??-?????? ??????????  
????????? ??◆?????, ??, ??? ?????? ?????? ?????, ?????? ?????????? ?????? ???  
????? ???????.</p> <p align="justify">?? ???? ?????? ?????? ?????? ?????? ?◆?????  
????????? ??????-?????? ?????? Otto: ?????? ?????? 164◆?◆??? ?????? ??????  
350◆?????. ◆????? Otto◆????????? ?????? ?????? ?????? ?◆?????????  
??◆25◆?◆45◆??, ?????? ??◆????? ?????????? ??? ?????????? ?◆????? ??????????  
????? ?????? ??????. ?◆????? ?????? ??? ?????? ??? ?????? ?◆????? ?????????? ???????, ???  
??????, ???, ?????????? ?◆?????◆,◆ ???? ?????? ?????????? ???????, ??? ??? ??? ?????,  
????????? ?????? ?????? ?????? ?◆?◆?????????.</p> <p align="justify">Otto◆?????????  
?◆????????? ?????? ?◆1990◆????. ?????? 2008◆????? ?????????? ??????????  
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????????? ?????? Direct Group, ?????????? ??◆????????? ?????? ??? ???

?◆?????????. ??? ?????????? ????????, ??◆??◆????????????? ????????, ?????? ????????  
??◆????????? ?????? ?????????????? ????????. ?????? ?????? ??????, ??◆??????  
????????????? ?????????? ?????????????? ??????????, ?◆2008◆???? ?????????? \$1 ????.  
?????? ????????, ?????????????? Otto◆Group, ??????? 200◆??? ????.</p> <p  
align="justify">?????? Quelle ??◆????????? ?????? ?????????? ?????? ?????? 170◆???  
???? ?◆???.</p> <p align="justify"><span style="font-size: 8pt;"><strong>?????????: <a  
href="http://www.dp.ru/a/2009/11/18/Otto\_Group\_rasschitivaet\_n"  
target="\_blank">Dp.ru</a></strong></span></p>