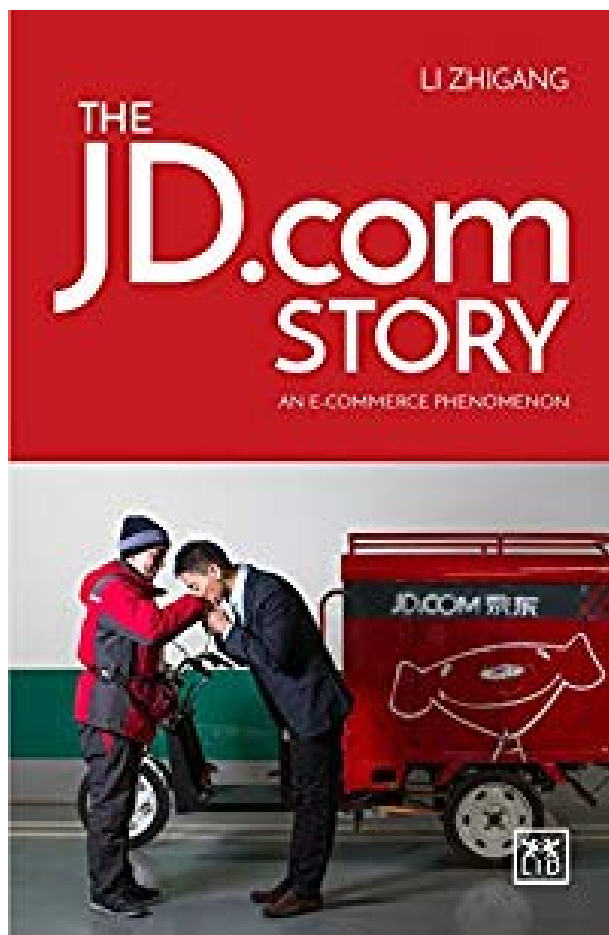


# The JD.com story: An e-commerce phenomenon



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Valued at \$25 billion following its IPO in 2014, JD.com (Jingdong) is China's second largest e-commerce company (behind its rival Alibaba) and leads the way in sales of consumer electronics and books. Through unprecedented access to the inner-workings of JD.com and its founder, Richard Liu, and other main players, this book offers the most detailed examination of the success behind one of China's most successful companies of recent times. Founded in 1998 as an online magneto-optical store, the company evolved into selling books, CDs, videos and consumer electronics online on an enormous scale. In 2014, Asia's largest Internet company, Tencent, acquired a 20% stake in JD.com, which made the company the No.2 online retailer in China, and thus triggering a fierce battle with Alibaba for dominance in the China market. The story of JD.com's growth, and the strategies and philosophy of its charismatic founder, is featured in this fascinating book.