



PRESS RELEASE

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KupiKniga.mk Presented on TV - Good Business Idea for Increasing Reading Culture

The iVote's flagship e-commerce system Kupikniga.mk, the biggest online bookstore in Macedonia was presented in the popular TV Show "Good idea" on national Macedonian TV stations. The show is authored by the renowned research journalist Snezana Lupevska. This national documentary serial emphasizes successful innovative ideas and products from wide range of innovative industries. Innovative business ideas are acknowledged and presented to the public. In this show, it was said that KUPIKniga is an excellent idea for increasing reader's culture among youth.

In the era of digital communication technologies, this kind of bookstore was more than necessary. The latest editions from all Macedonian and worldwide publishing houses can be ordered and delivered anywhere in the world. Furthermore latest books editions, KUPIKniga offers wide variety of all categories of books, DVD movies and souvenirs. All desired books are available for online sale. Social media marketing activities are also included and are main driver to steady growth of book lovers and registered clients.

Honoring the hard work and good business idea, KUPIKniga 's team was awarded a prize "The best e-commerce site for 2012". This award has tremendous importance for the team is an additional incentive for further development and advancement.

Click here to view the show

<https://www.youtube.com/watch?v=vY-3IL7ftU0>

About KUPIKniga.mk and iVote

KUPIKniga is the first aggregator of all book editions from Macedonian, regional and worldwide publishing houses. KUPIKniga was developed and implemented by iVote, leading regional software development company specialized in election modernization technologies. Besides election technologies, iVote follows state of the art technologies and trends to deliver customizable web solutions and e-commerce systems.

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