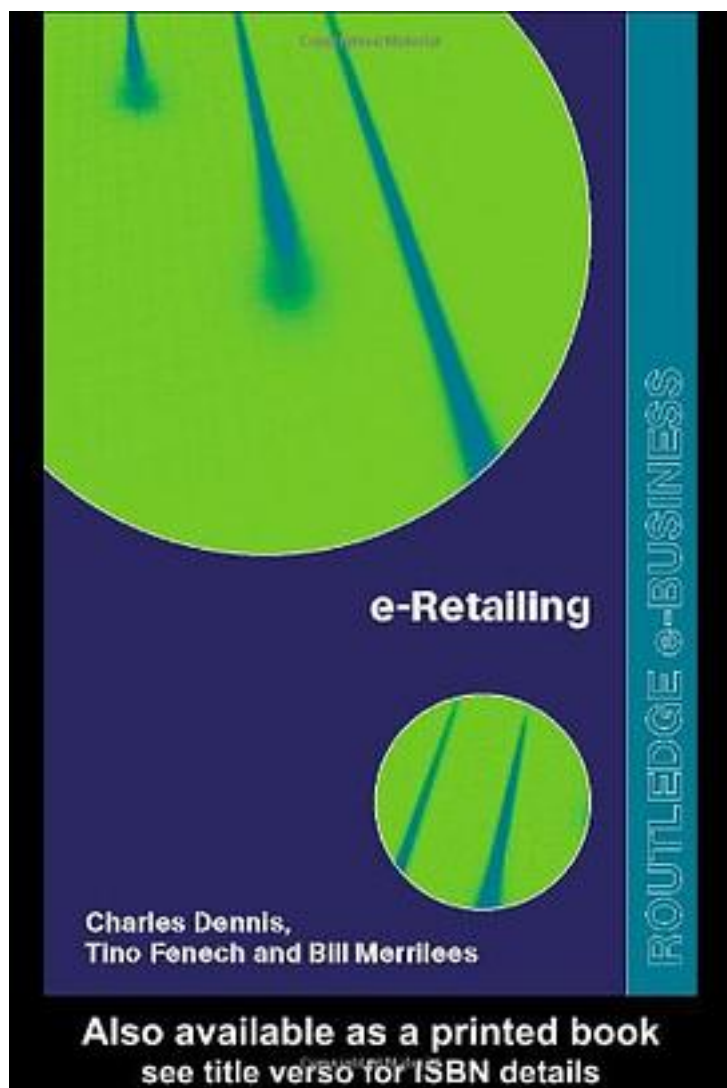


# E-Retailing



[E-Retailing\\_ 下载链接1](#)

著者:Dennis, Charles/ Fenech, Tino/ Merrilees, Bill

出版者:Routledge

出版时间:2004-10

装帧:Pap

isbn:9780415311427

Most experts agree that the advent of internet retailing has transformed the marketplace, but students of the subject have until now had to search far and wide for comprehensive up-to-date analysis of the new business landscape. Coverage of the recent dot-com boom and bust obscured the fact that e-retailing is now firmly established in global business, promising growth rates that will continue to rise globally to over u1billion in 2004. This much-needed book provides readers with a guide to the implementation and operation of a successful e-retailing business, and has been written for students, entrepreneurs and researchers at all levels. By identifying and explaining the underlying principles of e-retailing and its relationship with conventional retail methods, this research-based book leads readers through this exciting and emerging subject. Case studies include: Ipod Nike Amazon e-Bay McDonald's Nokia With accessibly written features such as Key Learning Points, Questions, Think Points and Further Reading, e-Retailing is core reading for anyone using, studying or researching the internet or e-retailing.

作者介绍:

目录:

[E-Retailing\\_ 下载链接1](#)

标签

评论

-----  
[E-Retailing\\_ 下载链接1](#)

书评

-----  
[E-Retailing\\_ 下载链接1](#)