

E-Retailing



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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 1 billion 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.

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