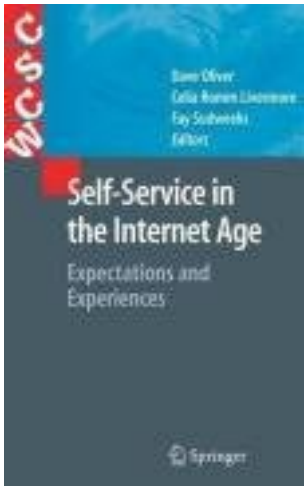
Self Service in the Internet Age



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The Internet has emerged as a network which enables a vast range of interactions between businesses and government organizations and individuals. These interactions are classified as B2C (business to consumer), B2B (business to business) and C2C (consumer to consumer) creating ever growing forms of Internet connectedness. This connectedness enables a vast range of self-service opportunities via the Internet. Self-Service in the Internet Age explores attitudes and behaviors to this new form of self-service provision. It focuses on how services are used and viewed by those who choose to use or not use them in a variety of contexts such as personal banking, shopping, travel, education, and health.

作者介绍:

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