

Stand Und Entwicklungsperspektiven Des Versandhandels - Sebastian M¶ller

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Ist die Internet-Revolution f¶fÂ¼r die Versandhandelsbranche genau so ein Geschenk des Himmels, wie die 'Revolte der Ostdeutschen' f¶fÂ¼r den damals angeschlagenen Bundeskanzler Helmut Kohl? 1 Erlebt die Branche mit dem E-Commerce gewisserma¶fÂ¶en eine Renaissance, welche dessen zuk¶fÂ¼nftige Entwicklung wesentlich beeinflussen wird? 2 Diese Meinung vertreten zumindest Mitarbeiter von MCKINSEY in 'Der Handel' 03/2001. Dass die Versandhandelsbranche besonders in Deutschland schon seit l¶fÂ¶ngerem stagniert, ist kein Geheimnis und dass Versender Unsummen in die Implementierung von Internetauftritten, Tele-Shopping und Online-Shops investieren zeigt, wie viel Hoffnung sie in diese neuen Medien setzten. Aus gegebenem Anlass werden deshalb die Einfl¶fÂ¼sse dieser neuen Technologien und besonders der des E-Commerce auf den Versandhandel genauer betrachtet. Die Entwicklung des klassischen Kataloggesch¶fÂ¶fts als bisheriger Basisbaustein des Versandhandels wird ebenfalls beleuchtet. [...]Author: M¶ller, Sebastian Publisher: GRIN Verlag Illustration: N Language: GER Title: Stand und Entwicklungsperspektiven des Versandhandels Pages: 00038 (Encrypted PDF) On Sale: 2005-01-01 SKU-13/ISBN: 9783638341950 Category: Business & Economics : General

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