

New Online Retailing

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The authors describe in detail what makes today's online retailing different and provide eight central success factors for the new generation of Internet sales. Based on internationally recognized best practices, it becomes obvious what makes online retailers successful. The authors pull together lessons learned from the last 10 years, and give readers a tour of the future of online selling. Contents: Online Retailing in Transition: Revolution, not Evolution; New Online Retailing: What Does It Mean?; Eight Success Factors in New Online Retailing; Best Practices in New Online Retailing; Risks and Benefits of New Online Retailing; Target Groups; Top management in the retailing and consumer goods industries; Teachers and students in marketing and retailing; About the Authors: Gerrit Heinemann is a professor of business, management and trade at the Niederrhein University of Applied Sciences, Mönchengladbach, Germany. Christoph Schwarzl is Managing Director and Retail Industry Principal at Accenture, Düsseldorf, Germany. EAN/ISBN : 9783834963789 Publisher(s): Gabler, Springer, Berlin Discussed keywords: Online-Shopping Format: ePub/PDF Author(s): Heinemann, Gerrit - Schwarzl, Christoph

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