

E-commerce Im B2b-bereich - Daniel Fernges

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Diese Arbeit untersucht zu Beginn die Grundlagen des E-Commerce. Es werden verschiedenartige Definitionen zusammengestellt sowie Typologisierungen und Klassifizierungen vorgenommen. Nach den Grundlagen werden verschiedene Handelsmärkte erläutert und voneinander abgegrenzt. Es folgt die Entwicklung des Business-to-Business und des Business-to-Consumer Marktes mit entsprechender Visualisierung einer grafischen Darstellung. Dann wird verdeutlicht, dass virtuelle Messen zunehmend an Bedeutung gewinnen. Es wird ein Zusammenhang zwischen den Wettbewerbskräften nach Porter und der Entwicklung einer E-Commerce Strategie aufgezeigt. Die Grundlage in einem B2B-Geschäft liegt in der Vermarktung durch entsprechend aufgestellte Online Shops, wobei sich diese Arbeit schließlich mit der digitalen Marktpresenz, der Shop-Architektur, den Zahlungssystemen und den unterschiedlichen Einkaufssystemen beschäftigt. Studienarbeit aus dem Jahr 2006 im Fachbereich Wirtschaft - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Note: 1,7, Hochschule für Ökonomie & Management gemeinnützige GmbH, Hochschulleitung Essen (FOM), 18 Quellen im Literaturverzeichnis, Sprache: Deutsch. Author: Fernges, Daniel Publisher: GRIN Verlag Illustration: N Language: GER Title: E-Commerce im B2B-Bereich Pages: 00023 (Encrypted PDF) On Sale: 2006-01-01 SKU-13/ISBN: 9783638583312 Category: Business & Economics : General Category: Business & Economics : Marketing - General

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