

Coordinating Internet Sales With Other Channels

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Since the Internet has become a common tool of daily life, many companies have introduced e-commerce channels in addition to their traditional sales channels. Such e-commerce channels typically share the same markets with traditional channels which exposes them to a set of chances and challenges. In order to benefit from the chances and to master the challenges of e-commerce, an appropriate performance measurement is essential. Andreas Pinterits develops a performance measurement system to cope with the different requirements of offline and online sales channels. The author discusses different methods for measuring customer channel switching behaviour during the purchasing process. Finally, he demonstrates the practical use of the model by a showcase implementation. EAN/ISBN : 9783834999504
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