



Electronic Commerce: B2c Strategies and Models

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Notwithstanding the NASDAQ upheavals in 2000, industry is continuing to embrace the concepts of Electronic Commerce. However, a major barrier to more widespread implementation of Electronic Commerce is uncertainty within organizations as how best to proceed.

Based on research in six economies - the UK, USA, Denmark, Greece, Hong Kong (China) and Australia, this much needed guide to the implementation of business-to-consumer electronic commerce addresses the documented uncertainties of business and consumers with Internet retailing by presenting the experiences of leading examples of Business to Consumer Electronic Commerce in each of six economies. The countries represent a broad range of environments to identify issues that may be specific to a particular market. The firms have been selected as significant examples of Internet retailing in industry sectors recognized as leaders in the use of the Internet, including; travel, books, music CDs, technology sales, gifts, groceries and general merchandise.

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Editorial Review

Review

"...a well rounded book...a valuable addition to the manager's library...worth the investment for the business student as well..." (M2 Best books, 13 August 2002)

From the Inside Flap

A much-needed look at real e-commerce success stories across a broad range of countries and environments to identify issues specific to a particular market. Bringing together contributions from internationally renowned researchers, the firms that have been selected are recognized as leaders in the use of the Internet, from sectors including: travel, books, music, technology sales, gifts, groceries and general merchandise.

Of value to senior and middle managers and both corporate and independent management consultants, this book will also be of interest to MBA students, post-graduate students of business and IT-related subjects, and others confronted by the necessity for Internet-based business innovation who are unsure how best to proceed.

From the Back Cover

Electronic commerce has overcome the tech-wrecks of recent times and is now accepted as the future of business, yet a major barrier to its more widespread and successful implementation remains - the continuing uncertainty among organizations of how best to put e-commerce principles into practice.

Based on research in six economies - the UK, USA, Denmark, Greece, Hong Kong (China) and Australia - the book addresses the documented uncertainties of business and consumers with Internet retailing by presenting the experiences of leading examples of B2C electronic commerce in each economy.

Demonstrating 'best practice' by examining and comparing these international examples of success, the book provides entrepreneurs and senior managers with insights that will help them plan and implement strategy for successful internet-based business innovation.

Users Review

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