



Das E-Commerce Buch: Marktanalysen - Geschäftsmodelle - Strategien (German Edition)

Alexander Graf, Holger Schneider

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Vor 10 Jahren war E-Commerce noch eine berufliche Nische, ein Fall für Spezialisten, IT-Nerds und Abenteurer. Heute handelt es sich um eine Branche, die mit gut 50 Mrd. Euro Umsatz einen nennenswerten Anteil des deutschen Einzelhandels ausmacht, während es dem stationären Einzelhandel nicht gelingt, Antworten auf die sinkende Flächenproduktivität zu finden. Berücksichtigt man zusätzlich die Einflüsse des Online-Kanals auf den stationären Handel, so ist der Umsatzeffekt noch größer, denn die Erwartungen der Kunden an Preis und Service werden durch neue E-Commerce-Angebote deutlich verschoben.

Mit einer Mischung aus Marktrückblick, theoretischen Grundlagen und aktuellen Best-Practice-Beispielen quer durch alle Handelsbranchen vermittelt dieses Buch grundlegende Kenntnisse und gibt Einsteigern sowie Fortgeschrittenen einen ausgewogenen Überblick zum Themenfeld E-Commerce. Was ist wichtig? Wie funktioniert der Online-Handel? Was verändert sich? Wer nach Antworten zu Fragestellungen rund um den E-Commerce sucht, wird hier fündig werden.

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