



## E-Tailing or Retailing?

By Doreen Happatz

Diplom.De Nov 2002, 2002. Taschenbuch. Book Condition: Neu. 210x148x8 mm. This item is printed on demand - Print on Demand Titel. Neuware - Bachelor Thesis from the year 2001 in the subject Business economics - Trade and Distribution, grade: 2, Bournemouth University (unbekannt), language: English, abstract: Inhaltsangabe:Abstract: Already in 1996, when the full impact of the Internet was not yet acknowledged, Landow recognises the immense consequences the Internet and electronic technology will have on the whole of the book trade in his essay We are already beyond the book . In this point his essay agrees with the original generic idea of my chosen subject topic (the impact of the Internet on the book trade). At a later point, Sevedjedal states the following: Technological changes seem to hold the promise that the industry of literature can be organized in new ways, leapfrogging middlemen and reducing cost at one fell swoop ( ). There are now booksellers working on the Internet selling books by direct mail. These quotes reflect the view that the Internet has an impact on the traditional bookseller. The purpose of this research was to investigate the nature of the impact the Internet is having on the book...



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