



Summary E-Commerce

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Print on Demand Neuware - Exam Revision from the year 2012 in
the subject Business economics - Trade and Distribution,
Stralsund University of Applied Sciences, language: English,
abstract: This exam preparations summarizes all the important
knowledge necessary to pass an E-Commerce exam: History of
the Internet (when Why Background Political background);
Difference between www and Internet / Who invented www;
Typical services of www; Technical background (what
inventions, how many listeners); New Economy; Some
Definitions; B2C/B2B/C2B/C2C; What is Intranet / Extranet ;
Information Society; Five key drivers; Moore s law; Web 2.0;
Comparing services of Web 1.0 and Web 2.0; Push & Pull
Communication; 1-2 mega trends; Attributes of value added;
Revenue sources; Social media (criteria); Small world (what is
the idea Where used); Storytelling; Viral Marketing (+ examples);
Marketing in eCommerce. 20 pp. Englisch.



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