E-Tailing or Retailing?

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Reviews

The book is great and fantastic. It is writter in straightforward words and phrases rather than difficult to understand. You wont really feel monotony at at any time of your respective time (that's what catalogues are for regarding should you question me).
(Payton Miller)

E-TAILING OR RETAILING?

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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 trade. Hence, the existing markets and its potential for e-tailing and retailing and the major differences of e-tailing and retailing have been investigated. To what extend does the book as a product differ to other products and is this difference the reason why the book is one of the most popular products to be sold over the Internet Further, this research contains findings about the competition between e-tailers and retailers in terms of price and customer service. Creating a questionnaire in form of a web site, opinions, attitudes and behaviours of potential readers and Internet users where explored. A final...

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