

## E-Tailing or Retailing?



Filesize: 2.51 MB

### **Reviews**

*This created book is wonderful. It is amongst the most amazing book i have got go through. I am just effortlessly will get a enjoyment of looking at a created publication.*

**(Prof. Jasper Murazik PhD)**

## E-TAILING OR RETAILING?



To get **E-Tailing or Retailing?** eBook, remember to access the link beneath and save the ebook or get access to other information that are have conjunction with E-TAILING OR RETAILING? ebook.

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, Lindow 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 extent 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...



[Read E-Tailing or Retailing? Online](#)  
[Download PDF E-Tailing or Retailing?](#)

## Related Kindle Books



[PDF] **Crochet: Learn How to Make Money with Crochet and Create 10 Most Popular Crochet Patterns for Sale: ( Learn to Read Crochet Patterns, Charts, and Graphs, Beginner s Crochet Guide with Pictures)**

Follow the link listed below to get "Crochet: Learn How to Make Money with Crochet and Create 10 Most Popular Crochet Patterns for Sale: ( Learn to Read Crochet Patterns, Charts, and Graphs, Beginner s Crochet Guide with Pictures)" PDF file.

[Download PDF »](#)



[PDF] **What Noise Does a Rabbit Make?**

Follow the link listed below to get "What Noise Does a Rabbit Make?" PDF file.

[Download PDF »](#)



[PDF] **Index to the Classified Subject Catalogue of the Buffalo Library; The Whole System Being Adopted from the Classification and Subject Index of Mr. Melvil Dewey, with Some Modifications .**

Follow the link listed below to get "Index to the Classified Subject Catalogue of the Buffalo Library; The Whole System Being Adopted from the Classification and Subject Index of Mr. Melvil Dewey, with Some Modifications ." PDF file.

[Download PDF »](#)



[PDF] **Everything Ser The Everything Green Baby Book From Pregnancy to Babys First Year An Easy and Affordable Guide to Help Moms Care for Their Baby And for the Earth by Jenn Savedge 2009 Paperback**

Follow the link listed below to get "Everything Ser The Everything Green Baby Book From Pregnancy to Babys First Year An Easy and Affordable Guide to Help Moms Care for Their Baby And for the Earth by Jenn Savedge 2009 Paperback" PDF file.

[Download PDF »](#)



[PDF] **Goodparents.com: What Every Good Parent Should Know About the Internet (Hardback)**

Follow the link listed below to get "Goodparents.com: What Every Good Parent Should Know About the Internet (Hardback)" PDF file.

[Download PDF »](#)



[PDF] **Children s Educational Book: Junior Leonardo Da Vinci: An Introduction to the Art, Science and Inventions of This Great Genius. Age 7 8 9 10 Year-Olds. [Us English]**

Follow the link listed below to get "Children s Educational Book: Junior Leonardo Da Vinci: An Introduction to the Art, Science and Inventions of This Great Genius. Age 7 8 9 10 Year-Olds. [Us English]" PDF file.

[Download PDF »](#)