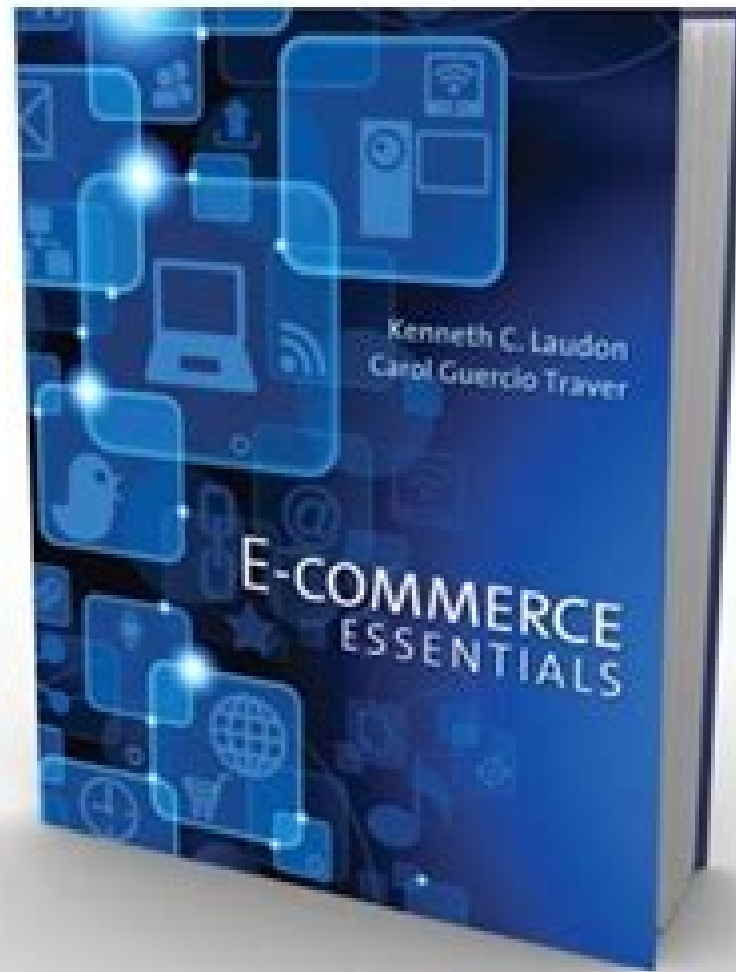




E-commerce Essentials

first edition

Kenneth C. Laudon
Carol Guercio Traver

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approached as a means of self expression rather than as a signifier of status or profession and designers are increasingly treated as artists as fashion moves towards art and enters the gallery museum and retail space This book is the first to fully explore the causes and implications of this shift examining the impact of technological innovation globalization and the growth of the internet The End of Fashion focuses on the ways in which our understanding of fashion and the fashion system have transformed as mass mediation and digitization continue to broaden the way that contemporary fashion is perceived and consumed Exploring everything from the rise of online shopping to the emergence of bloggers as power elites who have revolutionized the terrain of traditional fashion reportage this volume anatomizes a world in which runway shows now compete with live streaming digital fashion films Instagram and Pinterest Bringing together original cutting edge contributions from leading international scholars this book is essential reading for students and scholars of fashion and cultural studies as well as anyone interested in exploring the dramatic shifts that have shaken the fashion world this century and what they might say about larger changes within an increasingly global and digital society

Analyse und kritische Betrachtung des E-Commerce-Modells von zurbrueggen.de Gesche Frillmann, 2019-10-18 Studienarbeit aus dem Jahr 2019 im Fachbereich BWL Offline Marketing und Online Marketing Note 1,0 Fachhochschule Bielefeld Sprache Deutsch

Abstract In dieser Hausarbeit wird das E Commerce Modell von Zurbrueggen kritisch betrachtet und analysiert Zunächst erfolgt die Bewertung der acht Eigenschaften des Internets sowie die Einordnung in typische E Commerce Kategorien Betrachtet werden dabei zunächst die Tapscott Kategorien sowie Web 1.0 vs Web 2.0 Außerdem erfolgt eine Einordnung in die Business Modelle und ein Vergleich mit Konkurrent IKEA sowie ein abschließendes Fazit Das Geschäft mit Möbeln ist riesig Die Deutschen geben jährlich 40 Milliarden Euro für Möbel und Accessoires aus Der Möbelkauf ist traditionell mit Familien Testen Sammeln von Inspiration sowie persönlicher Beratung verbunden Dennoch erlebt der Onlinehandel der Möbelbranche ein starkes Wachstum Unternehmen sind gezwungen neue Wege bei dem Vertrieb ihrer Produkte zu gehen Denn E Commerce wird ein immer größeres Thema

Journal of Managerial Issues, 2003

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