GLOBAL E-COMMERCE AND ONLINE MARKETING
Watching the Evolution
Edited by
Nikhil Dholakia, Wolfgang Fritz, Ruby Roy Dholakia, and Norbert Mundorf

Specialists from business and academia present a meticulously researched, compelling examination of the forces of globalization, innovation, and relentless technological competition—and the profound affect they are having on the evolution of e-commerce and online marketing. The editors and contributors to this unique, wide-ranging volume probe the fundamental, long-term drivers of the Internet infrastructure, e-commerce models, marketing approaches and customer behaviors, blending insights from the U.S., Europe, and the Asia-Pacific nations. They provide fresh understanding of why certain e-commerce practices work and why they don’t, and a way to hear what consumers want as they adapt to and experience internet-based buying methods. With practical managerial advice, important empirical findings, and new ways to comprehend the intricacies of the fast-morphing world of today’s business, the book’s global perspective and interdisciplinary viewpoints will provide marketing executives and their top-level colleagues with the framework they need as they attempt to make sense of an onslaught of events during coming months, even years, and the marketplace skills to help their companies prosper from them.
About the Editors

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