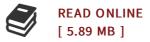




## **Summary E-Commerce**

By Laura Herrmann

GRIN Verlag Gmbh Aug 2014, 2014. Taschenbuch. Book Condition: Neu. 211x149x4 mm. This item is printed on demand - 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.



## Reviews

This pdf is wonderful. It is definitely simplified but excitement from the 50 percent in the ebook. You wont sense monotony at at any time of your time (that's what catalogues are for relating to should you request me).

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I just started looking at this pdf. It can be rally fascinating through studying period of time. Its been printed in an extremely basic way and is particularly only following i finished reading through this publication where in fact altered me, change the way i really believe.

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