



Summary E-Commerce

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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.



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