



e-Retailing (Routledge E-Business)

Eleonora Pantano, Sabine Gerlach, Charles Dennis, Bill Merrilees

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Most experts agree that the advent of internet retailing has transformed the marketplace, but until now students of the subject have had to search far and wide for comprehensive up-to-date analyses of the new business landscape. Coverage of the recent dot-com boom and bust obscured the fact that e-retailing is now firmly established in global business, promising growth rates that will continue to rise globally.

This much-needed book provides readers with a guide to the implementation and operation of a successful e-retailing business, and has been written for students, entrepreneurs and researchers at all levels. By identifying and explaining the underlying principles of e-retailing and its relationship with conventional retail methods, this research-based book leads readers through this exciting and emerging subject. Throughout, case studies are explored, including:

- Ipod
- Nike
- Amazon
- e-Bay
- McDonald's
- Nokia.

With accessibly written features such as key learning points, questions, think points and further reading, *e-Retailing* is core reading for anyone using, studying or researching the internet or e-retailing.

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