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Summary E-Commerce

By Laura Herrmann

GRIN Verlag GmbH Aug 2014, 2014. Taschenbuch. Book
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 - 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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Reviews

Basically no terms to clarify. It is actually written in basic terms rather than confusing. I found out this ebook from my dad and I suggested this book to find out.

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