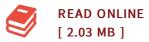




Profitable Strategies in E-Retailing

By Tim Schulze

GRIN Verlag. Paperback. Book Condition: New. Paperback. 72 pages. Dimensions: 8.3in. x 5.8in. x 0.2in.Bachelor Thesis from the year 2013 in the subject Business economics - Trade and Distribution, grade: 1, 5, Westflische Hochschule Gelsenkirchen, Bocholt, Recklingshausen, language: English, abstract: The CEO of the largest American book retailer Barnes and Noble, William Lynch, announced in July 2013 that he will exit the company. This news came in the wake of the publication of alarming quarterly figures in June and the subsequent public realization that the company had accumulated significant losses in its electronic business division. Other companies such as Borders and Boo. com have also tumbled over and ultimately succumbed to the challenges of electronic retailing, or e-retailing, which were the result of changing customer needs and behavior, technological developments and a changed business environment. At the same time one company overtook these companies and quickly became the dominant, global force in e-retailing. Amazon. com has proven and continues to prove that innovative business practices can ensure profits even in a cut-throat environment such as online commerce. This dissertation examines the companys most successful strategies for e-retailing and derives recommendations for creating profitable, long-lasting and allaround successful e-retailing businesses. This...



Reviews

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