

1. Record Nr.	UNINA9910449749003321
Titolo	E-business [[electronic resource] /] / guest editor, Professor Stanley Paliwoda
Pubbl/distr/stampa	[Bradford, England], : Emerald Group Pub., 2004
ISBN	1-280-51547-3 9786610515479 1-84544-408-6
Descrizione fisica	1 online resource (82 p.)
Collana	Qualitative market research ; ; v. 7, no. 1, 2004
Altri autori (Persone)	PaliwodaStanley
Disciplina	658.8/4
Soggetti	Electronic commerce Information superhighway Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	Contents; Abstracts & keywords; Guest editorial; Consumer-driven innovation networks and e-business management systems; Bla-bla-bla: video chat service on the Internet - a market feasibility study; A projectives perspective of international "e"-services; A consideration of the roles of business intelligence and e-business in management and marketing decision making in knowledgebased and high-tech start-ups; The importance of a strong business-IT relationship for the realisation of benefits in e-business projects: the experiences of Egg Online banking information: what we want and what we getNote from the publisher
Sommario/riassunto	This paper examines the use of consumer-driven innovation networks within the UK food-retailing industry using qualitative interview-based research analysed within an economic framework. This perspective revealed that, by exploiting information gathered directly from their customers at point-ofsale and data mining, supermarkets are able to identify consumer preferences and co-ordinate new product development via innovation networks. This has been made possible through their information control of the supply-chain established through the use of transparent inventory management systems. As a

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2. Record Nr.	UNINA9910142991503321
Titolo	Gene therapy
Pubbl/distr/stampa	[New York], : Stockton Press London, : Nature Pub. Group
ISSN	1476-5462
Disciplina	616.042
Soggetti	Gene therapy Genetic Therapy Gentherapie Genètica Periodical Periodicals. Revistes electròniques.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Periodico
Note generali	Refereed/Peer-reviewed