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Altri autori (Persone)	DennisCharles (Charles E.)
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Note generali	"First published 2004 as e-Retailing by Charles Dennis, Tino French and Bill Merrilees."
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Introduction -- The world of e-retailing -- The business of e-retailing in practice -- Integration of e-retailing into an organisation -- Understanding and communicating with the e-consumer -- Information search on the web -- E-store design: navigability, interactivity and web atmospherics -- E-service -- Branding on the web -- E-malls -- E-retailing models -- M-shopping -- U-shopping -- Multi channel success and the future of e-retailing.