

1. Record Nr.	UNINA9910392726103321
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Titolo	"Internet Plus" Pathways to the Transformation of China's Property Sector / / by Shusong Ba, Xianling Yang
Pubbl/distr/stampa	Singapore : , : Springer Singapore : , : Imprint : Springer, , 2016
ISBN	981-10-1699-2
Edizione	[1st ed. 2016.]
Descrizione fisica	1 online resource (XIII, 168 p. 113 illus., 93 illus. in color.)
Disciplina	333.5068
Soggetti	Real estate management Electronic commerce Real Estate Management e-Business/e-Commerce
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Chapter 1 Existing Homes to Take Over China's Housing Market -- Chapter 2 Changes in Pre-Internet Real Estate Brokerage Industry in the US over the Century -- Chapter 3 What Changes Has the Internet Brought to the Real Estate Brokerage Industry? -- Chapter 4 The Impossible Trinity -- Chapter 5 Why does the Internet Impact China More Tremendously? -- Chapter 6 Zillow — Online Media Tycoon in US Real Estate Brokerage Industry -- Chapter 7 Redfin — A Developing Vertical E-commerce Model -- Chapter 8 The Falls and Turns of Real Estate Media -- Chapter 9 How Should China's Real Estate Brokerages Transform Themselves? -- Chapter 10 Are the Sharing Economy and the Maker Economy Here to Stay? -- Chapter 11 How to Build a Data Ecosystem for Real Estates? -- Chapter 12 Long-term Apartment Rentals for Youth— a New Frontier.
Sommario/riassunto	This book discusses in detail the impact of the Internet on the real-estate brokerage industry. It starts by tracing the history of the industry in America, and then goes on to present case studies of successful online brokerage companies and startups, and to evaluate future trends from the perspectives of investors as well as researchers. It explains how the Internet can transform an industry, enabling readers to spot potential investment opportunities. .

