

1. Record Nr.	UNINA9910739432403321
Autore	Aspray William
Titolo	Food in the internet age // William Aspray, George Royer, Melissa G. Ocepek
Pubbl/distr/stampa	New York : , : Springer, , 2013
ISBN	3-319-01598-2
Edizione	[1st ed. 2013.]
Descrizione fisica	1 online resource (xii, 83 pages) : illustrations
Collana	SpringerBriefs in Food, Health, and Nutrition, , 2197-571X
Disciplina	005.7 658.11
Soggetti	Food industry and trade - United States Food writing - United States Internet - Economic aspects
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 and index.
Nota di contenuto	Food Online: An Introduction to a Complex Environment -- Anatomy of a Dot-Com Failure: The Case of Online Grocer Webvan -- The Dark Side of Online Food Businesses: Harms to Consumers and Main-Street Businesses -- Trust Online: From Amazon to Recipe Sharing.
Sommario/riassunto	This book examines food in the United States in the age of the Internet. One major theme running through the book is business opportunities and failures, as well as the harms to consumers and traditional brick-and-mortar companies that occurred as entrepreneurs tried to take advantage of the Internet to create online companies related to food. The other major theme is the concept of trust online and different models used by different companies to make their web presence seem trustworthy. The book describes a number of major food companies, including AllRecipes, Betty Crocker, Cook's Illustrated, Epicurious, Groupon, OpenTable, and Yelp. The book draws on business history, food studies, and information studies for its approach.