

| | |
|-------------------------|---|
| 1. Record Nr. | UNINA9910790101103321 |
| Autore | VanHoose David D. |
| Titolo | E-commerce economics // David D. VanHoose |
| Pubbl/distr/stampa | London : , : Routledge, , 2011 |
| ISBN | 1-136-82180-5 1-283-10432-6 9786613104328 1-136-82181-3 0-203-83036-9 |
| Edizione | [2nd ed.] |
| Descrizione fisica | 1 online resource (497 p.) |
| Disciplina | 381/.142 |
| Soggetti | Electronic commerce |
| 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 | unit 1. Electronic commerce : market and prices -- unit 2. Information, advertising, and innovation in the electronic marketplace -- unit 3. Policy implications of electronic commerce -- unit 4. Internet trade, electronic money and banking, and the economy. |
| Sommario/riassunto | This second edition of eCommerce Economics addresses the economic issues associated with using computer-mediated electronic networks, such as the Internet, as mechanisms for transferring ownership of or rights to use goods and services. After studying this book, students will recognize problems that arise in the electronic marketplace, such as how to gauge the competitive environment, what products to offer, how to market those products, and how to price those products. They also will understand the conceptual tools required to evaluate the proper scope of public policies relating to electr |