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Nota di contenuto	Food Industry and the Internet; Preface; Editorial Introduction; Contents; Introduction; Part 1: Pioneers and Turning Points; PART 1: PIONEERS AND TURNING POINTS; Top chef introduces revolutionary e-cooking service; AC Nielsen launches Web research package; Interview: rise of an organic banker; Pink dot goes PDQuick; Sales training goes on the Net; Pringles pioneers voice mail ads; That Sainsbury's depot . . . how it works; Part 2: Stop Press!; PART 2: STOP PRESS!; Beer sales show 300% growth; Pizza wars online; Hotel bookings service gets off to flying start; New site takes on Chateauonline Ex-Burger King team look to supply links Row over cut price Net rooms; Flying noodles get 20 visitors a month; Herb farm is growing; Wine portal looks to open trade account; Titan portal nightmare as names clash; Gourmets showered with gifts; Directors savage credit card bureaucracy; Farmers launch spuds online; Europ@web takes slice of wine portal; Gourmet site picks up IBM award; Rare breeds shop goes virtual; Those 25,000 Unilever jobs - the real story; Remote poultry breeder gets 70 visits a day; Spicing up the net; UK launch for wine auction site; Case study: espresso is hot (part one)

Case study: espresso is hot (part two) Fishmonger delivers within 24 hours; Virgin snaps up orgasmic wines; Food from Britain launches corner shop for small producers; Another kite mark to validate e-business; Domino sells 6000 pizzas a month; ¡Ole! Here comes Spain!; Chocolate orders: five to one now off the Net; Farmers undercut supermarket prices; Computer company wins the free phone race; Diet foods boom on the net; Phone charge rip-off continues; Net trade persuades DHL to float off online services; Whittards looks to brand alliances; Coffee Republic signs up with Net cafes  
Cyber slimmers clean out the larder And not to be left behind . . . ; Jamie Oliver splashes out on his name; Marketing; Barclays launches e-business payment scheme; Banner advertising flops; One million new users sign online in April; Not so free after all; Le Franc re-brands with Henrietta Green; Whoops! I Luv delays chef's launch; Mail order now taking half its orders on the Net; And what wine would you suggest for turbot, monsieur?; Chocolate tops the sales in mall; Seattle coffee profits head into cyberspace; Survey slams online services; UK market matures  
UK grocery market now bigger than the rest of Europe Tesco tests Sunday trading laws; As if the web did not have enough recipes . . . ; Priceline to take on Europe; Over 55's drink 15 bottles of wine a week; . . . Which is why Richard Branson moves in; Internet will usher in the euro; After the Net cafe, comes the Net pub; Tesco expands into America; Lastorders.com sups up £2.5 million investment; . . . and Eggs is looking for a £10 million benefit; And now its 10 million, official; Secure ordering triples orders; Freshfood.co.uk expands organic range to 5000 lines  
Organic butchers put their beef on the Net

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## Sommario/riassunto

Who is making money on the Web and who is losing it? This book brings together the first two hundred and fifty stories to appear on the revolutionary food industry intelligence service efoodnews.com. We have interviewed many of the largest companies in the food and drink business and also those small/medium enterprises most actively pursuing e-commerce. This book concisely summarises and analyses the findings of these discussions and guides you to discover both the successful and unsuccessful strategies. If you are trying to develop a cohesive and creative online presence for your business the

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