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   Nota di contenuto   Cover -- Introduction -- Customer and company voices in e-
                       commerce: a qualitative analysis -- Developing an e-commerce
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                       managing the legal risks -- Taking the shopping centre online: new
                       models in e-commerce -- Typologies of e-commerce retail failures and
                       recovery strategies.

   Sommario/riassunto   "E-biz", "e-commerce", "dotcom.". Such terms are becoming more and
                        more synonymous with modern business as each day passes. But what
                        is all the hype about? Can doing business 'over the wires' really have a
                        deep and lasting effect on your organization?. The answer appears to
                        be an emphatic yes.