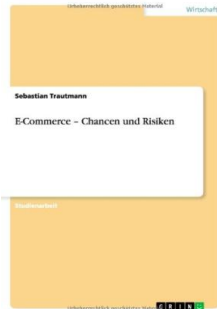


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E-COMMERCE - CHANCEN UND RISIKEN



Grin Verlag. Paperback Condition: New. 16 pages. Dimensions: 10.0in x 7.0in x 0.0in. Studienarbeit aus dem Jahr 2009 im Fachbereich BWL - Marketing, Unternehmenskommunikation, CRM, Marktforschung, Social Media, Note: 1, 3, Fachhochschule der Wirtschaft Bergisch Gladbach, Sprache: Deutsch, Abstract: Das Ziel dieser schriftlichen Ausarbeitung ist es, die Chancen und Risiken des E-Commerce darzulegen und gegenüberzustellen. Zunächst wird der Begriff E-Commerce definiert und dargestellt, in welchem Bereich E-Commerce einzuordnen ist. Anschließend werden statistische Werte des E-Commerce behandelt. Darauf aufbauend werden die Chancen..

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