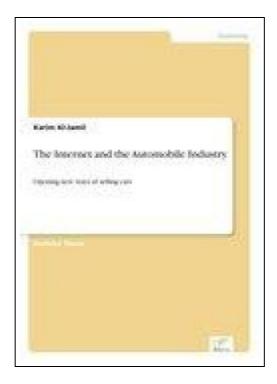
The Internet and the Automobile Industry



Filesize: 7.02 MB

Reviews

An incredibly awesome ebook with perfect and lucid answers. It can be loaded with knowledge and wisdom You may like how the article writer compose this ebook.

(Mr. Chadd Bashirian V)

THE INTERNET AND THE AUTOMOBILE INDUSTRY



To save The Internet and the Automobile Industry PDF, you should follow the button under and download the ebook or gain access to additional information which are relevant to THE INTERNET AND THE AUTOMOBILE INDUSTRY ebook.

Diplom.De Dez 2000, 2000. Taschenbuch. Book Condition: Neu. 210x148x6 mm. This item is printed on demand - Print on Demand Titel. Neuware -Bachelor Thesis from the year 2000 in the subject Business economics - Trade and Distribution, grade: 1,1, Berlin School of Economics and Law (unbekannt), language: English, abstract: Inhaltsangabe:Abstract: This study will examine the issues faced by today's automobile industry with a particular emphasis on the Internet and its effects on the new car sales structure. In order to understand the significance of the Internet in regards to the automobile business it will look at developments and trends in both areas before bringing them together. The analysis will commence with a general overview of the Internet and E-Commerce and their implications in today's business and society before studying the effects on markets and business models with a particular focus on the retail sector. It will then examine the current use of the Internet of auto manufacturers and consumers and will continue with the investigation of the automobile market and latest developments in auto retailing. In conclusion, the study will illustrate the possible E -strategy for automotive manufacturers before giving a future outlook. Since most trends and developments have their origin in the United States the data and information available is predominantly concerning the North American market. Inhaltsverzeichnis: Table of Contents: Abstractii Contentsiv 1.Introduction2 2.Internet & E-Commerce4 2.1The Internet5 2.2E-Commerce7 2.2.1Sales Information7 2.2.2Business-to-Business10 2.2.3Business-to-Consumer11 2.3E-Commerce becomes E-Business12 2.4The Internet and its Effects on Markets and Business14 2.5Effects on the Retail Business15 2.5.1The RRA - Methodology15 2.5.2The Value Chain of Retailing16 3.Current Internet Use of Car Companies18 3.1Business-to-Business18 3.2Business-to-Consumer20 4.The Consumer22 4.1Consumer attitude towards Internet23 4.2Internet Purchasing24 4.3Online Car Buyers25 5.Automobile Market27 5.10verview27 5.20bstacles in the Auto industry28 5.3Industry Consolidation30 5.4The Car Industry's Dilemma32 5.5Customer Orientation33 6.Auto Retailing34 6.1Traditional Brick-and-Mortar Dealerships35...



Read The Internet and the Automobile Industry Online
Download PDF The Internet and the Automobile Industry

Related Books



[PDF] America s Longest War: The United States and Vietnam, 1950-1975

 $Follow the {\it link} \ beneath to \ download \ "Americas Longest War: The United States and Vietnam, 1950-1975" file.$

Download eBook »



[PDF] A Smarter Way to Learn JavaScript: The New Approach That Uses Technology to Cut Your Effort in Half

Follow the link beneath to download "A Smarter Way to Learn JavaScript: The New Approach That Uses Technology to Cut Your Effort in Half" file.

Download eBook »



[PDF] Phonics Fun Stick Kids Workbook, Grade 1 Stick Kids Workbooks

Follow the link beneath to download "Phonics Fun Stick Kids Workbook, Grade 1 Stick Kids Workbooks" file.

Download eBook »



[PDF] Primary language of primary school level evaluation: primary language happy reading (grade 6)(Chinese

Follow the link beneath to download "Primary language of primary school level evaluation: primary language happy reading (grade 6)(Chinese Edition)" file.

Download eBook »



[PDF] Topsy and Tim: The Big Race - Read it Yourself with Ladybird: Level 2

Follow the link beneath to download "Topsy and Tim: The Big Race - Read it Yourself with Ladybird: Level 2" file.

Download eBook »



[PDF] Sly Fox and Red Hen - Read it Yourself with Ladybird: Level 2

Follow the link beneath to download "Sly Fox and Red Hen-Read it Yourself with Ladybird: Level 2" file.

Download eBook »