



Jahrbuch eBusiness 2013/14 (German Edition)

Markus A. Launer

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Der aktuelle Stand der Forschung & Praxis im eBusiness. Das eBusiness ist einem ständigen Wandel unterworfen. Dieses Buch liefert einen Beitrag das Wissen zu eBusiness bzw. eCommerce aktuell zu halten. Gleichzeitig werden kurz die Grundlagen zu den momentan wichtigsten Themen gegeben. Die wichtigsten Inhalte sind in diesem Sammelband die aktuelle Entwicklungen im eProcurement, eMarketing, eSales, eShop, eConsumer Behavior, Web 2.0, eFulfillment, eDistribution, eLogistic und eStrategy. Für den Praktiker ist es eine gute Lektüre um auf dem aktuellen Stand zu bleiben. Ein Sammelband von 57 schriftlichen Ausarbeitungen von Studierenden der Studiengänge Handel & Logistik und Online BWL an der Ostfalia Hochschule, Standort Suderburg, über den aktuellen Stand der Forschung und Praxis im eBusiness. Dazu wird das methodisch-didaktische Konzept der Präsenz- und Online-Vorlesung an der Ostfalia Hochschule aus 2013/14 vorgestellt. Am Ende des Buches wird dieses kritisch betrachtet und von den Erfahrungen berichtet. Insofern dient dieses Buch auch Dozenten und Lehrenden. Dieses Buch wird zum Selbstkostenpreis angeboten und ist zur Anfertigung von Buchkopien für die Studierenden gedacht.

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