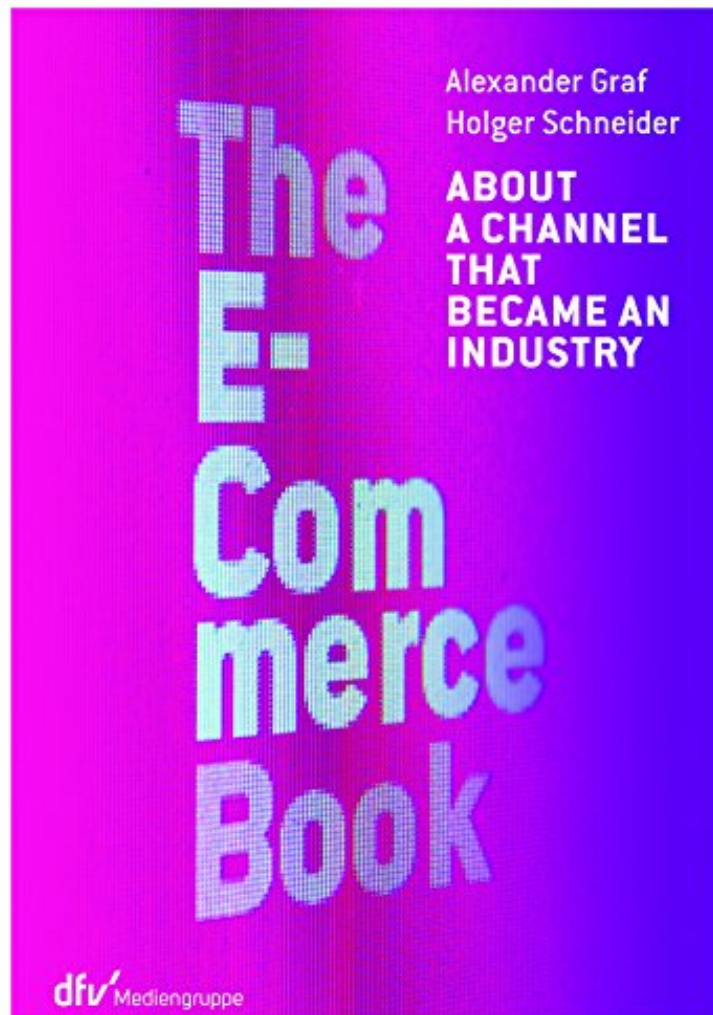


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The E-Commerce Book: About a channel that became an industry

Alexander Graf, Holger Schneider

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1 of 1 people found the following review helpful. Best industry overview out thereBy CustomerFirst book I read that is completely e-commerce focused and gives a good market overview. It's great to read all the how-to books, but they don't tell you what a longterm oriented strategy in e-commerce should look like. This book does exactly that - how has e-commerce developed and where is it going, who are the players, how do they grow, which business models make sense, which ones will disappear and why. The authors challenge some common beliefs in a straight and analytical way. I may not agree with all of their sometimes grimm assessments, but I appreciate the honest view and expert opinion. Excellent book to make sense of 's domination, failures like Fab and struggles of the offline world.0 of 0

people found the following review helpful. Perfect introduction to eCommerceBy Sandra B.This book is well-written and gives a clear introduction into eCommerce business. It starts with the history of online business and gives an outlook over the industry as a whole. This part was probably the most entertaining for me to read. Well done, just the right amount of depth here.Part 2 is about hands-on eCommerce and gives a helpful overview analysis. Not that detailed, I guess each topic here deserves its own book. Part 3 showcases 50 of today's most interesting online retailers, giving the book a nice balance between strategy and real world examples. Good to see some European and Chinese businesses here, which we otherwise never really hear about in the US. The final part is about different strategies, I enjoyed the author's refreshing view of the economy, don't miss this part!In summary: Great for both those working in e-commerce and those wanting to learn more about the industry in general.0 of 0 people found the following review helpful. The book is a very good assembly about pastBy F. SchatzThe book is a very good assembly about past, current and future ecommerce trends. The given use cases give a very good insight into different business models.Starting with structure of ecommerce, the book gives a good introduction into the different part of an ecommerce business. It shows for example clearly, that purchasing changed from push to pull and that purchasing need to use "marketing tools" like google trends to adapt to use needs.I used the book for teaching in some lectures about ecommerce.

This book is designed for people who want to understand e-commerce —; and by "understanding", we mean first and foremost Why and What, not How. Why is Amazon dominating the market? What happened between 1995 and 2015? Why were the incumbents like Walmart not able to fight back? What will become of the herd of new unicorn e-commerce companies? And what will happen to the traditional value chain on which retail companies operate? This is not a book about How, though, so don't read this hoping to learn "how to master online marketing". From our point of view, the Why and What is much more challenging and important, whether you are running a company in this market or are a student wanting to break into it. In this book, we'll share what we've learned.Look forward to 150 pages of valuable material about changes in the value chain, a lively review of how e-commerce has developed over the last 20 years, 50 case studies of digital business models large and small, three extensive interviews with leading e-commerce entrepreneurs, and strategic mind-games galore for a range of industries.This book offers a unique review of the e-commerce industry and the major changes it has seen, notably what key players have done to keep up with evolving technology and heightened consumer expectations. The authors give a solid look at what any retail or brand decision maker should know about the industry's history and future.Stephan Schambach, Founder of Intershop, Demandware, and NewstoreMore than ever, understanding the issues impacting the digital retail market as a whole will be critical to success in the years ahead. Alexander Graf and Holger Schneider deliver exactly the information to help you refine your perspective across markets and retail industries. Hans-Otto Schrader, CEO Otto Group

Stephan Schambach, Founder of Demandware "Unique!"