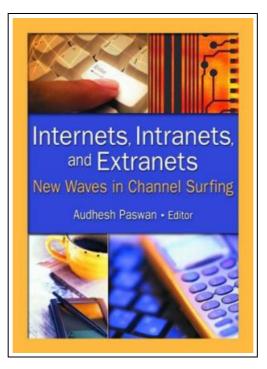
## Internets, Intranets, and Extranets: New Waves in Channel Surfing (Paperback)



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## Reviews

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## INTERNETS, INTRANETS, AND EXTRANETS: NEW WAVES IN CHANNEL SURFING (PAPERBACK)



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Taylor Francis Inc, United States, 2003. Paperback. Condition: New. Language: English . Brand New Book. Get the most from your electronic marketing resources! Internets, Intranets, and Extranets: New Waves in Channel Surfing examines cutting-edge research on the strategies and practices for managing electronic channels of information distribution. The leading experts working in Web-enabled marketing technologies address the most pressing topics of channel management, presenting descriptive--and prescriptive--insights into the complex network of virtual links between people and places. This unique book looks at the death of distance from a global perspective, offering critical commentary on how to strengthen the connection between Web-linked buyers and sellers. Internets, Intranets, and Extranets presents a framework for working with e-business technologies that will help you develop electronic distribution strategies to maximize channel efficiency. The book addresses the signaling cues in marketing channels, examining the issues that affect the systemic flow of information, products, and services, including: \* the mediating role of channel structure on channel performance \* the transaction costs of cybermediaries \* the Internet s impact on independent sales agents \* the effects of brand familiarity and Web site vividness \* the analysis of electronic intermediaries in conventional distribution channels \* and the organizational and environmental factors involved in Internet-based marketing channels Internets, and Extranets: New Waves in Channel Surfing is an essential resource for distribution managers, logisticians, and researchers interested in cutting-edge principles and practices in electronic distribution channels. The book is also an ideal supplement for academics working in electronic commerce study.

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