



eBusiness & eCommerce: Management der digitalen Wertschöpfungskette (German Edition)

Andreas Meier, Henrik Stormer

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Im Mittelpunkt des Fachbuchs stehen die Glieder der digitalen Wertschöpfungskette – jedem einzelnen ist ein eigenes Kapitel gewidmet. Neben Geschäftsmodellen und Business Webs werden digitale Beschaffungs- und Marketingprozesse behandelt, Verhandlungsprozesse, Sicherheitsfragen sowie das Lieferanten- und Kundenbeziehungsmanagement. Anwendungsbeispiele und eine durchgehende Fallstudie illustrieren die Vorgehensweisen. Für die 3. Auflage wurden Methoden und Techniken des Web 2.0 (Social Web) und des Web 3.0 (Semantic Web) eingearbeitet.

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