



Online-Shopping. Das Internet als moderner Marktplatz (German Edition)

Peter Gwiozda

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Akademische Arbeit aus dem Jahr 2012 im Fachbereich BWL - Handel und Distribution, Note: 2,0, Fachhochschule Koblenz - Standort RheinAhrCampus Remagen, Veranstaltung: E-Business, Sprache: Deutsch, Abstract: Für die meisten Menschen sowie Unternehmen ist ein Leben ohne IT kaum noch vorstellbar. Das Internet ist ein weltweit verbreitetes Medium und wird nicht nur für private, sondern auch für gewerbliche Zwecke genutzt.

Durch kontinuierlich verbesserte Web-Technologien ist im Laufe der letzten Jahre das E-Commerce entstanden. Das Web 2.0 hat zur Entstehung des E-Commerce eine große Hilfestellung geleistet und ermöglicht immer mehr Möglichkeiten im Einsatz mit dem Internet.

Der Begriff E-Commerce bezeichnet den Verkauf von Produkten im Word Wide Web, also den elektronischen Handel. Online-Shops werden oft mit dem Begriff E-Commerce verbunden. Dieser Begriff steht jedoch für den Handel von Produkten und Dienstleistungen über das Internet. E-Business hingegen bezeichnet den kompletten elektronischen Geschäftsprozess.

Die vorliegende Arbeit stellt das E-Commerce als einen modernen Marktplatz dar, wobei das Online-Shopping mit seinen verschiedenen Formen näher erklärt wird.

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