eCommerce Fundamentals: Unleashing the Power of Online to Rock Your Vision, Mission and Strategy

By M. J. Richardson

CreateSpace Independent Publishing Platform. Paperback. Condition: New. This item is printed on demand. 110 pages. Dimensions: 8.5in. x 5.5in. x 0.2in.eCommerce Fundamentals is an systematic overview of online business essentials, including strategy formulation, online marketing and sales processes, fulfillment and post-sale processes, and technology and online analytics. It is a high-value, informative eCommerce resource specifically for small business owners and executives, startup entrepreneurs and home-based enterprises with online selling. Unlike most other books on doing online that concentrate on online marketing and sales, eCommerce Fundamentals is comprehensive in discussing not only marketing and sales, but how pre-sales, sale and post-sale processes support your particular brand of Vision, Mission and Strategy (VMS). The three site types (Online Billboards, Online Portals and Online Stores) are explained, and their advantages and disadvantages compared and contrasted. B2C and B2B online selling is the heart of eCommerce and the main focus of eCommerce Fundamentals, but we still take time to explore how to leverage the power of Online for brick-and-mortar retail, hybrid brick-and-mortar, and non-governmental organizations (NGO). The book takes a synergistic approach that emphasizes business process engineering in a LeanSix Sigma framework. eCommerce Fundamentals shows you how to thrive in business, not just survive....

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