



# Electronic Commerce: B2C Strategies and Models (John Wiley Series in Information Systems)

*Steve Elliot*

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Notwithstanding the NASDAQ upheavals in 2000, industry is continuing to embrace the concepts of Electronic Commerce. However, a major barrier to more widespread implementation of Electronic Commerce is uncertainty within organizations as how best to proceed.

Based on research in six economies - the UK, USA, Denmark, Greece, Hong Kong (China) and Australia, this much needed guide to the implementation of business-to-consumer electronic commerce addresses the documented uncertainties of business and consumers with Internet retailing by presenting the experiences of leading examples of Business to Consumer Electronic Commerce in each of six economies. The countries represent a broad range of environments to identify issues that may be specific to a particular market. The firms have been selected as significant examples of Internet retailing in industry sectors recognized as leaders in the use of the Internet, including; travel, books, music CDs, technology sales, gifts, groceries and general merchandise.

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