



The Internet and the Automobile Industry

By Karim Al-Jamil

Diplom.De Dez 2000, 2000. Taschenbuch. Book Condition: Neu. 210x148x6 mm. This item is printed on demand - Print on Demand Titel. Neuware - Bachelor Thesis from the year 2000 in the subject Business economics - Trade and Distribution, grade: 1,1, Berlin School of Economics and Law (unbekannt), language: English, abstract: Inhaltsangabe:Abstract: This study will examine the issues faced by today's automobile industry with a particular emphasis on the Internet and its effects on the new car sales structure. In order to understand the significance of the Internet in regards to the automobile business it will look at developments and trends in both areas before bringing them together. The analysis will commence with a general overview of the Internet and E-Commerce and their implications in today's business and society before studying the effects on markets and business models with a particular focus on the retail sector. It will then examine the current use of the Internet of auto manufacturers and consumers and will continue with the investigation of the automobile market and latest developments in auto retailing. In conclusion, the study will illustrate the possible E -strategy for automotive manufacturers before giving a future outlook. Since most trends and developments have...

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