



Alexander Graf / Holger Schneider

**The E-Commerce Book:
About a Channel that became an Industry**

Deutscher Fachverlag GmbH
EPUB ISBN 978-3-86641-505-8
Kindle Edition € 29,99

This book is designed for people who want to understand e-commerce – and by “understanding”, we mean first and foremost Why and What, not How. **Why is Amazon dominating the market? What happened between 1995 and 2015? Why were the incumbents like Walmart not able to fight back? What will become of the herd of new unicorn e-commerce companies?** And what will happen to the traditional value chain on which retail companies operate? This is not a book about How, though, so don't read this hoping to learn “how to master online marketing”. From our point of view, the Why and What is much more challenging and important, whether you are running a company in this market or are a student wanting to break into it. In this book, we'll share what we've learned. Look forward to more than 450 pages of valuable material about changes in the value chain, a lively review of how e-commerce has developed over the last 20 years, 50 case studies of digital business models large and small, three extensive interviews with leading e-commerce entrepreneurs, and strategic mind-games galore for a range of industries.

Alexander Graf is a well-known German e-commerce entrepreneur. He was senior advisor for the Otto Group Board and went on to set up his own e-commerce businesses. In his role as an advisor to leading European companies, he regularly works on state-of-the-art digital projects and operational challenges in management decision making. This book is partly a development of his popular blog www.kassenzone.de and a manifesto for his current focus, Spryker Systems, an enterprise software company based in Berlin.

Holger Schneider is the Otto Group-endowed Professor of E-Commerce at the University of Applied Sciences Wedel, where he also heads the e-commerce programme (B.Sc./M.Sc.). Outside of academia, he consults on digital business, beginning his career working on the Otto Group's e-commerce strategy. As the board member for research and education at the Digital Analytics Association Germany, he supports tomorrow's digital scientists.

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