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Specialists from business and academia present a meticulously researched, compelling examination of the forces of globalization, innovation, and relentless technological competition—and the profound effect they are having on the evolution of e-commerce and online marketing. The editors and contributors to this unique, wide ranging volume probe the fundamental, long-term drivers of the Internet infrastructure, e-commerce models, marketing approaches and customer behaviors, blending insights from the U.S., Europe, and the Asia-Pacific nations. They offer fresh understanding of why certain e-commerce practices work and why some don't, noting specifically Internet-based buying. With practical managerial advice, important empirical findings, and new ways to comprehend the intricacies of the fast-morphing world of today's business. The book's global perspective and interdisciplinary viewpoints provide the framework marketing executives and their top level colleagues need to make sense of an onslaught of events during coming months, even years, and the marketplace skills to help their companies prosper from them.

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