

Piximania

Henk van Ess

E-commerce Henri Isaac, Pierre Volle, 2008 Ce manuel propose une synthèse pluridisciplinaire du commerce électronique, envisagé ici comme un véritable projet managérial. L'accent est mis sur les entreprises impliquées dans les échanges commerciaux en ligne (industriels, distributeurs physiques, e-marchands), les différents modèles d'affaires et la distribution multicanal mixant réseaux électronique et traditionnel. Le contenu repose aussi bien sur des résultats tirés de la recherche scientifique que sur des cas pratiques issus des expériences françaises, européennes et internationales. Parmi les sujets traités : la stratégie à mettre en place avec l'implication de toutes les fonctions de l'entreprise (SI, logistique, stratégie, organisation, marketing); les enjeux liés au choix et au déploiement des infrastructures techniques : conception de l'interface marchande, structuration de l'offre en ligne, choix de l'assortiment, référencement; la relation client : conversion des visiteurs en acheteurs, organisation de la chaîne logistique, respect des délais de livraison, fidélisation des clients, etc. Chaque chapitre propose des cas et des exemples illustratifs, des encadrés juridiques ainsi que des exercices de révision et des questions à débattre.--4e de couverture.

California Management Review, 1958

How To Create Selling E-Commerce Websites, Vol. 2 Smashing Magazine, 2014-11-28 With more and more people reaching out for their smartphones and tablets to shop online, mobile e-commerce is set to reach \$86 billion by 2016 — a development that brings along entirely new demands on e-commerce websites. After our first e-commerce eBook was published four years ago, we wanted to take a fresh look at the challenges that crafting online shopping experiences bring along today, and equip you with the necessary know-how on how to deal with them effectively. Along the way, our expert authors will guide you through the vital steps of planning a successful e-commerce website and explore the design decisions that have to be considered in order to achieve a pleasant and compelling user experience. We'll also take a deeper look into the peculiarities of mobile e-commerce usability and cover tips on designing a better checkout process. Reducing abandoned shopping carts is also one of the topics that we'll dig into. With real-life examples and insights into a large-scale usability study that dissects some of the biggest e-commerce websites out there, this eBook will prove to be a valuable and practical source for all your e-commerce needs. TABLE OF CONTENTS: - How To Plan Your Next Mobile E-Commerce Website - Exploring Ten Fundamental Aspects Of M-Commerce Usability - An E-Commerce Study: Guidelines For Better Navigation And Categories - The Current State Of E-Commerce Search - Better Product Pages: Turn Visitors Into Customers - Designing A Better Mobile Checkout Process - Creating A Client-Side Shopping Cart - Reducing Abandoned Shopping Carts In E-Commerce

Database and Expert Systems Applications Sourav S. Bhowmick, Josef Küng, Roland Wagner, 2009-08-25 This book constitutes the refereed proceedings of the 20th International Conference on Database and Expert Systems Applications, DEXA 2009, held in Linz, Austria, in August/September 2009. The 35 revised full papers and 35 short papers presented were carefully reviewed and selected from 202 submissions. The papers are organized in topical sections on XML and databases; Web, semantics and ontologies; temporal, spatial, and high dimensional databases; database and information system architecture, performance and security; query processing and optimisation; data and information integration and quality; data and information streams; data mining algorithms; data and information modelling; information retrieval and database systems; and database and information system architecture and performance.

Digital Business and E-commerce Management Dave Chaffey, David Edmundson-Bird, Tanya Hemphill, 2019 Written in an engaging and informative style, Digital Business and E-Commerce Management will give you the knowledge and skills to be able to handle the speed of change faced by organisations in the digital world. In this seventh edition of the book, Chaffey, Hemphill and Edmundson-Bird bring together the most recent academic and practitioner thinking, covering all aspects of digital business including strategy, digital comms and transformation.

Erfolgsfaktoren einer E-Commerce-Website Dennis Ahrholdt, 2010-04-27 Dennis Ahrholdt untersucht mit dem Partial-Least-Squares-Verfahren, wie sich die Vertrauensausbildung – als zentrale Antezedenz der Kaufabsicht – positiv im E-Commerce beeinflussen lässt. Die Ergebnisse können als Entscheidungsgrundlage für Investitionen zur Steigerung der Conversion-Rate dienen.

Merchandising management Jacques Dioux, 2013-02-25 Le merchandising est trop souvent réduit à des techniques de répartition des espaces et de présentation des produits qui ne sont qu'une partie du merchandising global de l'entreprise. C'est en cela que le guide « Merchandising Management » est innovateur, car, en intégrant tous les facteurs qui conditionnent le merchandising – et la multiplicité des actions qui en découlent – il constitue une méthode globale d'observation, d'analyse, de réflexion et d'action avec un but ultime : créer de la valeur, pour le client lui-même et pour l'entreprise. Ainsi, cet ouvrage décrit, avec de nombreux exemples, les actions merchandising à mener dans tous les domaines physiques et virtuels : acteurs, produits dérivés, offre commerciale, supply chain, transcanal, retailtainment, ergonomie des univers, lieux commerciaux physiques et virtuels, réseaux communautaires, nouvelle fidélisation client... Deux chapitres sont dédiés exclusivement aux nouvelles technologies interactives, omniprésentes dans tous les autres chapitres. Le dernier chapitre est, quant à lui, consacré au repositionnement, condition absolue de l'efficacité pérenne du merchandising. On pourra découvrir en un seul coup d'oeil en 2e de couverture la galaxie des 21 étapes de la méthode et, en tête de chacun des 21 chapitres, les 21 galaxies spécifiques.

Der Google-Code Henk van Ess, 2011

La chaîne de valeur de l'offre Christophe Chaptal de Chanteloup, 2015-01-16 Une offre se caractérise avant tout par quatre aspects primordiaux : stratégie, marketing, design et communication. Ces quatre aspects sont à la fois distincts et fortement complémentaires : en ce sens, ils ne peuvent être considérés isolément et forment les maillons d'une chaîne – la chaîne de valeur de l'offre – dont la pertinence varie en fonction du soin apporté à son assemblage. Le lecteur trouvera, au fil des pages, les éléments de réflexion stratégique, ainsi que les outils permettant de construire efficacement chacun des quatre maillons, puis de les assembler de façon fluide et harmonieuse pour constituer la chaîne de valeur de l'offre. Il s'agit donc d'un ouvrage « mode d'emploi » destiné au décideur – mais parfaitement accessible à l'étudiant – afin de l'aider à répondre harmonieusement aux besoins du consommateur ou de l'utilisateur des marchés en forte évolution.

Web Engineering Martin Gaedke, Michael Grossniklaus, Oscar Díaz, 2009-06-18 This book constitutes the refereed proceedings of the 9th International Conference on Web Engineering, ICWE 2009, held in San Sebastian, Spain in June 2009. The 22 revised full papers and 15 revised short papers presented together with 8 posters and 10 demonstration papers were carefully reviewed and selected from 90 submissions. The papers are organized in topical sections on accessibility and usability, component-based web engineering: portals and mashups, data and semantics, model-driven web engineering, navigation, process, planning and phases, quality, rich internet applications, search, testing, web services, SOA and REST, and web 2.0.

e-commerce : les bonnes pratiques pour réussir Damien Jacob, 2013-12-11 Partez du bon pied dans le « commerce connecté » ! Ce livre, édité tant en version papier qu'électronique, s'adresse plus particulièrement aux commerçants et PME, débutants ou confirmés. Il concerne autant ceux qui envisagent de lancer une nouvelle activité commerciale en ligne que ceux qui souhaiteraient positionner leur business actuel sur la toile. Il fait le point sur le « commerce connecté » et sur les bonnes pratiques de mise en place d'une stratégie. Divisé en deux grandes parties, l'ouvrage aborde les questions suivantes : - Quel est l'état actuel de l'e-commerce et quelles sont les évolutions qui se dessinent ? - Comment vendre (aussi) en ligne ? - Plan stratégique : quel positionnement faut-il adopter ? - Plan financier : comment s'assurer de la rentabilité de son projet ? - Plan tactique : comment attirer le chaland, le séduire, le convaincre de commander, le servir et le fidéliser ? - Choix : comment sélectionner dénominations, plateformes de vente, prestataires ? - Exécution :

comment bien mettre en oeuvre sa plateforme, puis la gérer au quotidien ? Un ouvrage mêlant théorie et pratique, à destination des entrepreneurs tant français que belges.

Mobiles magazine ,2004-09 Mobiles magazine est depuis 1997 le magazine de référence en langue française sur les téléphones mobiles, avec plus de 15.000 pages publiées et 1.000 tests de produits depuis le n°1. Tous les mois, Mobiles magazine décrypte les tendances, teste les nouveaux modèles et apporte à ses lecteurs le meilleur des informations pratiques pour être à la pointe des usages et produits mobiles.

Mobiles magazine ,2004-12 Mobiles magazine est depuis 1997 le magazine de référence en langue française sur les téléphones mobiles, avec plus de 15.000 pages publiées et 1.000 tests de produits depuis le n°1. Tous les mois, Mobiles magazine décrypte les tendances, teste les nouveaux modèles et apporte à ses lecteurs le meilleur des informations pratiques pour être à la pointe des usages et produits mobiles.

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The Ebay Business Handbook Robert Pugh,2009 In this fully revised and updated edition of his bestselling book, Pugh covers everything users need to know about succeeding on eBay--from the very first act of choosing a user name through to the creation and management of a user's own business.

Starting and Running an Online Business For Dummies Dan Matthews,Greg Holden,2011-02-15 Whether you're a budding entrepreneur or a small business owner looking to expand your business online, this up-to-date and easy-to-follow guide covers all the essentials you need to know set up a website and start trading quickly and profitably. With strategies to help you identify your market, design your website, choose services, trade securely, boost sales and stay ahead of the competition, this book is just what you need to succeed.

Online Marketing Richard Gay,Alan Charlesworth,Rita Esen,2007-03-15 'Online Marketing' provides a balance between theory & practice by recognising the advantages & drawbacks of doing business online. Supported by contemporary mini-cases, case studies & expert opinion from leading practitioners, this text covers: the changing online environment, online planning and more.

Starting and Running an Online Business for Dummies Kim Gilmour,Dan Matthews,Greg Holden,2011 With strategies to help you identify your market, design your website, choose services, trade securely, boost sales and stay ahead of the competition, this book is just what you need to survive.

Digital Marketing Dave Chaffey,Fiona Ellis-Chadwick,2019-02-05 Now in its seventh edition, 'Digital Marketing' provides comprehensive, practical guidance on how companies can get the most out of digital media and technology to meet their marketing goals.

The EBay Business Handbook 3e Robert Pugh,2010 In this third edition, top powerseller Robert Pugh covers everything you need to know about succeeding on eBay; from the very first act of choosing your eBay user name through to the creation and management of your own business.

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Piximania Introduction

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