



## The Age of E-Tail: Conquering the New World of Electronic Shopping

By Alex Birch, Philipp Gerbert, Dirk Schneider, OCE&C, The McKenna Group

[Download now](#)

[Read Online](#) 

**The Age of E-Tail: Conquering the New World of Electronic Shopping** By Alex Birch, Philipp Gerbert, Dirk Schneider, OCE&C, The McKenna Group

"A wide ranging, easily accessible perspective on how the Internet-enabled consumer will change all our businesses." Ian Irvine, Chairman, Capital Radio "Digital guerillas, product as service, equity as cash. The Age of E-Tail demystifies current Internet trends and provides strategic insights into future developments for all involved in consumer products and services." Peter Agar, Deputy Director-General, Confederation of British Industry and Chairman, Alliance for Electronic Business "The book is a must-read for anyone intending to enter the fascinating world of the Internet and be successful." Burkhard WollschlÄger, Chief Executive, Supervisory Board of Viag and Grundig "There are useful insights here, both for companies starting out and for those already established on the web." Robin Klein, Chairman, Zoom.co.uk "A refreshing book for anyone wanting to understand and utilize the revolution in consumer businesses caused by the Internet." Stephan Schambach, Founder and Chief Executive, Intershop "The Age of E-Tail analyses all aspects of Internet-based business with the consumer. You have to bring open-mindedness and creativity. The book will give you suggestions and guidelines: suggestions as to what is conceivable and guidelines as to how it can be achieved." Thomas Middelhof, Chief Executive, Bertelsmann "The contention that the new age of e-tail heralds the death of 'legacy' brands is one that is well worth pursuing." Helen Alexander, Chief Executive, The Economist Group

 [Download The Age of E-Tail: Conquering the New World of Ele ...pdf](#)

 [Read Online The Age of E-Tail: Conquering the New World of E ...pdf](#)

# **The Age of E-Tail: Conquering the New World of Electronic Shopping**

*By Alex Birch, Philipp Gerbert, Dirk Schneider, OCE&C, The McKenna Group*

**The Age of E-Tail: Conquering the New World of Electronic Shopping** By Alex Birch, Philipp Gerbert, Dirk Schneider, OCE&C, The McKenna Group

"A wide ranging, easily accessible perspective on how the Internet-enabled consumer will change all our businesses." Ian Irvine, Chairman, Capital Radio "Digital guerillas, product as service, equity as cash. The Age of E-Tail demystifies current Internet trends and provides strategic insights into future developments for all involved in consumer products and services." Peter Agar, Deputy Director-General, Confederation of British Industry and Chairman, Alliance for Electronic Business "The book is a must-read for anyone intending to enter the fascinating world of the Internet and be successful." Burkhard WollschlÄger, Chief Executive, Supervisory Board of Viag and Grundig "There are useful insights here, both for companies starting out and for those already established on the web." Robin Klein, Chairman, Zoom.co.uk "A refreshing book for anyone wanting to understand and utilize the revolution in consumer businesses caused by the Internet." Stephan Schambach, Founder and Chief Executive, Intershop "The Age of E-Tail analyses all aspects of Internet-based business with the consumer. You have to bring open-mindedness and creativity. The book will give you suggestions and guidelines: suggestions as to what is conceivable and guidelines as to how it can be achieved." Thomas Middelhof, Chief Executive, Bertelsmann "The contention that the new age of e-tail heralds the death of 'legacy' brands is one that is well worth pursuing." Helen Alexander, Chief Executive, The Economist Group

**The Age of E-Tail: Conquering the New World of Electronic Shopping** By Alex Birch, Philipp Gerbert, Dirk Schneider, OCE&C, The McKenna Group **Bibliography**

- Rank: #7681185 in Books
- Brand: Brand: Capstone
- Published on: 2001-02-22
- Original language: English
- Number of items: 1
- Dimensions: 9.61" h x 1.17" w x 6.38" l, .0 pounds
- Binding: Hardcover
- 344 pages

 [Download The Age of E-Tail: Conquering the New World of Ele ...pdf](#)

 [Read Online The Age of E-Tail: Conquering the New World of E ...pdf](#)

---

## **Download and Read Free Online The Age of E-Tail: Conquering the New World of Electronic Shopping By Alex Birch, Philipp Gerbert, Dirk Schneider, OCE&C, The McKenna Group**

---

### **Editorial Review**

#### **From the Inside Flap**

The Age of E-Tail A new age of shopping is being defined by electronic media, driven by explosive demand for virtual shopping. Electronic shopping affects your business, whoever you are, because all categories of consumer goods and services are being impacted by the Internet. Don't ask if you can wait and see what happens. Participate and shape your future. The shopping revolution has arrived and every business that competes in these new markets is in a race to get to the customer's door. Only the fastest will survive. The Age of E-Tail charts the forces reshaping consumer-driven business. The authors show how giants like Amazon.com and e-Bay dominate the e-tail space and help aspiring participants to use these lessons to create their own leadership position. Whether you are an entrepreneur, a retailer, a manufacturer, a wholesaler, a media company, an infrastructure company or a service provider, The Age of E-Tail will help you to develop the strategies and tactics you need to prosper in the digital economy. Need more? Visit [www.theageofe-tail.com](http://www.theageofe-tail.com)

#### **About the Author**

ALEX BIRCH is a Partner with OC&C in London. His focus area is e-business strategy, working with a range of established and start-up companies on their Internet initiatives in a wide range of business to business and business to consumer sectors. PHILIPP GERBERT is a Partner with OC&C (The McKenna Group) in Palo Alto, the heart of Silicon Valley. His focus is the creation of Internet strategies. He advises companies — from start-ups to multinationals — in technology infrastructure, communications, media and e-commerce at large. DIRK SCHNEIDER is a Partner with OC&C in Dusseldorf. He advises clients in the retail, consumer goods, tourism and travel sectors, amongst others. His focus is on strategic growth, marketing and sales. He is co-author of Marken Power (Brand Power) published in Germany.

### **Users Review**

#### **From reader reviews:**

#### **Enrique McLean:**

Why don't make it to be your habit? Right now, try to ready your time to do the important action, like looking for your favorite book and reading a e-book. Beside you can solve your long lasting problem; you can add your knowledge by the e-book entitled The Age of E-Tail: Conquering the New World of Electronic Shopping. Try to face the book The Age of E-Tail: Conquering the New World of Electronic Shopping as your friend. It means that it can to become your friend when you really feel alone and beside associated with course make you smarter than in the past. Yeah, it is very fortuned for you personally. The book makes you more confidence because you can know almost everything by the book. So , let's make new experience as well as knowledge with this book.

#### **Roy Larson:**

Here thing why this kind of The Age of E-Tail: Conquering the New World of Electronic Shopping are different and trusted to be yours. First of all looking at a book is good nevertheless it depends in the content of the usb ports which is the content is as yummy as food or not. The Age of E-Tail: Conquering the New

World of Electronic Shopping giving you information deeper and in different ways, you can find any book out there but there is no publication that similar with The Age of E-Tail: Conquering the New World of Electronic Shopping. It gives you thrill reading through journey, its open up your eyes about the thing that happened in the world which is perhaps can be happened around you. You can bring everywhere like in playground, café, or even in your way home by train. For anyone who is having difficulties in bringing the branded book maybe the form of The Age of E-Tail: Conquering the New World of Electronic Shopping in e-book can be your alternative.

**Jennifer Walker:**

Reading can called head hangout, why? Because when you are reading a book particularly book entitled The Age of E-Tail: Conquering the New World of Electronic Shopping your thoughts will drift away through every dimension, wandering in each and every aspect that maybe unfamiliar for but surely will become your mind friends. Imaging just about every word written in a book then become one form conclusion and explanation that maybe you never get ahead of. The The Age of E-Tail: Conquering the New World of Electronic Shopping giving you one more experience more than blown away your thoughts but also giving you useful details for your better life in this era. So now let us present to you the relaxing pattern here is your body and mind is going to be pleased when you are finished examining it, like winning a. Do you want to try this extraordinary paying spare time activity?

**Stephany Garcia:**

Do you have something that you enjoy such as book? The e-book lovers usually prefer to choose book like comic, brief story and the biggest one is novel. Now, why not attempting The Age of E-Tail: Conquering the New World of Electronic Shopping that give your entertainment preference will be satisfied by reading this book. Reading routine all over the world can be said as the way for people to know world considerably better then how they react toward the world. It can't be said constantly that reading addiction only for the geeky individual but for all of you who wants to always be success person. So , for all you who want to start examining as your good habit, you are able to pick The Age of E-Tail: Conquering the New World of Electronic Shopping become your current starter.

**Download and Read Online The Age of E-Tail: Conquering the New World of Electronic Shopping By Alex Birch, Philipp Gerbert, Dirk Schneider, OCE&C, The McKenna Group #82OCBWJQ3NS**

# **Read The Age of E-Tail: Conquering the New World of Electronic Shopping By Alex Birch, Philipp Gerbert, Dirk Schneider, OCE&C, The McKenna Group for online ebook**

The Age of E-Tail: Conquering the New World of Electronic Shopping By Alex Birch, Philipp Gerbert, Dirk Schneider, OCE&C, The McKenna Group Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read The Age of E-Tail: Conquering the New World of Electronic Shopping By Alex Birch, Philipp Gerbert, Dirk Schneider, OCE&C, The McKenna Group books to read online.

## **Online The Age of E-Tail: Conquering the New World of Electronic Shopping By Alex Birch, Philipp Gerbert, Dirk Schneider, OCE&C, The McKenna Group ebook PDF download**

**The Age of E-Tail: Conquering the New World of Electronic Shopping By Alex Birch, Philipp Gerbert, Dirk Schneider, OCE&C, The McKenna Group Doc**

**The Age of E-Tail: Conquering the New World of Electronic Shopping By Alex Birch, Philipp Gerbert, Dirk Schneider, OCE&C, The McKenna Group MobiPocket**

**The Age of E-Tail: Conquering the New World of Electronic Shopping By Alex Birch, Philipp Gerbert, Dirk Schneider, OCE&C, The McKenna Group EPub**