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Oliver Meidl

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Ausgehend von Merkmalen erfolgreicher Online-Geschäftsmodelle erläutert Oliver Meidl zentrale Exzellenzfaktoren globaler Webseiten im Retailsegment. Dazu untersucht er Webdesign im elektronischen Handel, internetbasierten Direktvertrieb und länderübergreifende Online-Vertriebsprozesse. Der Autor diskutiert einen ausgewogenen „Glokalisierungsansatz“ des Webangebotes und entwickelt daraus ein E-Commerce-Hierarchiemodell, welches die Erfolgsansprüche an globale Webshops entsprechend ihrer Bedeutung im Kundenkaufzyklus strukturiert.

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