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Internet retailing: enablers, limiters and market consequences

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Abstract

Despite a tremendous and enthusiastic reception for Internet retailing in the last few years, this new channel has not performed as anticipated, nor has its acceptance been as pervasive as originally expected. This paper details the many inherent structural and functional weaknesses of Internet retailing. Various strategies designed to improve the performance of e-tailers are explored.



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Keywords

Retailing; E-Commerce; Internet

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