



e-Merchant: Retail Strategies for e-Commerce

Joanne Neidorf, Robin Neidorf

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As many e-retailers have discovered, if you neglect merchandising, inventory management, vendor negotiations, and the other classic fundamentals of retailing, you'll fail -- period. e-Merchant is the first comprehensive guide to the retail-specific issues facing every e-retailer, large or small. It targets issues that apply to every e-retailer: all you need to know to deliver the right product at the right price, in the right place, at the right time. Coverage includes: retail strategy for the Web; choosing the right merchandise; and using Web page layouts, signage, categories, search and sorting mechanisms to effectively merchandise what you have to sell. Discover proven e-commerce pricing and promotion techniques; metrics for evaluating the profitability of individual items and product lines; how to run an effective e-Commerce buying organization; and much more. The book also includes a detailed, up-to-date case study chapter covering both successes and failures. For everyone involved with Web-based B2C e-Commerce, including managers, marketers, merchandisers, Web designers, developers, and e-Commerce consultants.

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