



East-Commerce: China, E-Commerce and the Internet of Things (Hardback)

By Marco Gervasi

John Wiley Sons Inc, United States, 2016. Hardback. Book Condition: New. 1. Auflage. 235 x 151 mm. Language: English . Brand New Book. A New E-Commerce Model is Coming from the East it is More Advanced and it is Spreading Worldwide China is now the biggest e-commerce market, hardware producer and soon Internet of Things player in the world. Written by a world-recognized expert, this eye-opening treatment allows readers a rare glimpse into how China will shape the global online world for the next decade. Featuring hundreds of interviews, with influential companies and investors such as Alibaba, Baidu, Tencent, Xiaomi, Yihaodian, Cogobuy, Rocket Internet, Didi-Kuaidi Taxi, Snapdeal, Tokopedia, DST Global, Credit Suisse, UBS, Qiming Ventures and many more, this ground-breaking guide provides exceptional firsthand accounts of the key considerations to making lucrative investments in this powerful sector. East-Commerce enables you to: * Understand how China's e-commerce explosion began and where it is heading * See where China is shaping investments and innovation all over the globe * Examine why China's model is better suited for developing economies * Go in-depth into how and where others are finding opportunity and success The new business models coming out of China...



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