

# 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

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

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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)

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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.

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