

Cross-Border E-Commerce Marketing and Management

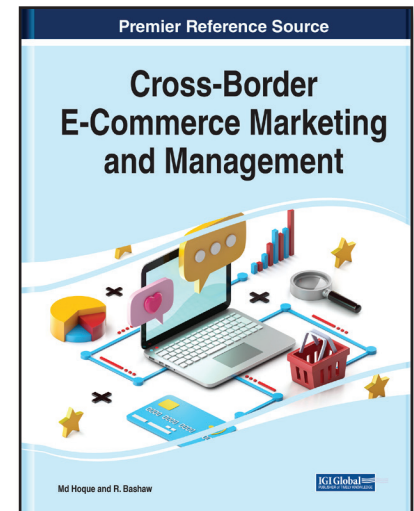
Part of the Advances in Electronic Commerce Book Series

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Description:

Because of the ubiquitous presence of smartphones, cross-border e-shopping is simpler than ever before. Through cross-border e-commerce, sellers are not restricted to a specific country in terms of promoting, selling, and shipping goods worldwide. Such scope has expedited the prospect of becoming present in the global market for enterprises of all sizes, especially for small- and medium-sized enterprises (SMEs) that want to establish their footprint in the international market for the first time. As the cross-border e-commerce industry continues to grow, it is also becoming competitive. To cope with this challenge, managers are applying various strategies to remain competitive in the industry.

Cross-Border E-Commerce Marketing and Management is an essential reference source that enhances stakeholder knowledge of cross-border e-commerce and provides best practices for launching a cross-border business and conducting digital marketing initiatives that target international online consumers. As the regulations, policies, taxation system, degree of technology integration, law, and logistic frameworks vary from jurisdiction to jurisdiction, this book covers their impacts on the cross-border e-commerce consumers' motives, suppliers, pricing, custom clearance, and marketing strategies. Furthermore, the framework and facilities needed for developing a digital logistic system are discussed. Highlighting topics that include supply chain, human resources management, and global brand, this book is ideal for cross-border e-commerce managers, SME managers, marketers, advertisers, brand managers, stakeholders, policymakers, academicians, researchers, professionals, and students.



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