



# The E-Commerce Book: About a channel that became an industry

*By Alexander Graf, Holger Schneider*

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## **The E-Commerce Book: About a channel that became an industry** By Alexander Graf, Holger Schneider

This book is designed for people who want to understand e-commerce – and by "understanding", we mean first and foremost Why and What, not How. Why is Amazon dominating the market? What happened between 1995 and 2015? Why were the incumbents like Walmart not able to fight back? What will become of the herd of new unicorn e-commerce companies? And what will happen to the traditional value chain on which retail companies operate? This is not a book about How, though, so don't read this hoping to learn "how to master online marketing". From our point of view, the Why and What is much more challenging and important, whether you are running a company in this market or are a student wanting to break into it. In this book, we'll share what we've learned.

Look forward to 150 pages of valuable material about changes in the value chain, a lively review of how e-commerce has developed over the last 20 years, 50 case studies of digital business models large and small, three extensive interviews with leading e-commerce entrepreneurs, and strategic mind-games galore for a range of industries.

This book offers a unique review of the e-commerce industry and the major changes it has seen, notably what key players have done to keep up with evolving technology and heightened consumer expectations. The authors give a solid look at what any retail or brand decision maker should know about the industry's history and future.

Stephan Schambach, Founder of Founder of Intershop, Demandware, and Newstore

More than ever, understanding the issues impacting the digital retail market as a whole will be critical to success in the years ahead. Alexander Graf and Holger Schneider deliver exactly the information to help you refine your perspective across markets and retail industries.

Hans-Otto Schrader, CEO Otto Group

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### **Editorial Review**

Review

**Stephan Schambach, Founder of Demandware "Unique!"**

*This book offers a unique review of the e-commerce industry and the major changes it has seen, notably what key players have done to keep up with evolving technology and heightened consumer expectations. The authors give a solid look at what any retail or brand decision maker should know about the industry's history and future.*

**Hans-Otto Schrader, CEO Otto Group "Amazing!"**

*More than ever, understanding the issues impacting the digital retail market as a whole will be critical to success in the years ahead. Alexander Graf and Holger Schneider deliver exactly the information to help you refine your perspective across markets and retail industries.*

**Tarek Müller, Founder About You "Great Book."**

*The book explains all important ecommerce basics and strategies. E-Commerce is so much more than just an online shop and I need a book for my colleagues to give them a head start in ecommerce.*

**Jochen Krisch, Exciting Commerce Publisher "Good."**

*The book offers beginners and professionals a good overview and lots of good ideas.*

From the Author

This book is partly a development of my popular blog [kassenzone.de](http://kassenzone.de) and a manifesto for my current focus, Spryker Systems, an enterprise software company based in Berlin.

About the Author

**Alexander Graf** is a well-known German e-commerce entrepreneur. He was senior advisor for the Otto Group Board and went on to set up his own e-commerce businesses. In his role as an advisor to leading European companies, he regularly works on state-of-the-art digital projects and operational challenges in management decision making. This book is partly a development of his popular blog [kassenzone.de](http://kassenzone.de) and a manifesto for his current focus, Spryker Systems, an enterprise software company based in Berlin.

### **Users Review**

**From reader reviews:**

**Anthony Robin:**

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