



**Strategic Management and Online Selling:
Creating Competitive Advantage with Intangible
Web Goods (Routledge Advances in Management
and Business Studies)**

Susanne Royer

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Focusing on Business to Customer (B2C) internet business, and on firms that offer intangible products and/or services that can be directly consumed via the world wide web, *Strategic Management and Online Selling* also covers immaterial products and online news information or home banking.

Considering how firms with similar specific characteristics are able to realize competitive advantages, this topical book discusses an area of particular contemporary importance and increasing academic study.

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