

International e business

Business



Technology has changed every aspect of human existence, and this is especially true in the case of international business. Because of the advent of international e-business, goods can be bought and sold literally at the push of a button, or more precisely, the click of a computer mouse. This paper will discuss aspects of international e-commerce as well as the success story of one dot. com company which has defied the odds to become a huge Internet business organization.

Resources Needed for International Internet Business When comparing an international e-business to a traditional “brick and mortar” storefront, there are certain resources that differ in terms of need in each of these types of businesses. In most cases, an e-business will require fewer physical and financial resources simply due to the absence of cost of maintaining an actual building as well as the amount of building space needed to effectively operate the business itself (Cunningham, 2001).

However, an e-business will require more human resources in the areas of technical support, web design, and the like than a traditional business might, while the traditional business would likely need more people in areas of customer service and sales (Epstein, 2004). A Dot Com Success Story Some e-businesses have thrived despite the dot-com disasters of recent years; an ideal example of this is Google. From its humble beginnings, Google has become the largest search engine on the Internet, with additional growth potential by all indications (Kounalakis, 2005).

In fact, Google has become so well known that the noun “Google” which named the company has become a verb in casual language, indicating the

act of searching online for something. Overall, Google has defied the odds and shows every indication of an even stronger future. Summary Although e-commerce has taken some hard hits over the past several years, the success of Google and its competitors gives an encouraging message that e-commerce, despite setbacks, still has its best days ahead.

References Cunningham, M. J. (2001). *B2B: How to Build a Profitable E-Commerce Strategy*. Cambridge, MA: Perseus Publishing. Epstein, M. J. (2004). *Implementing E-Commerce Strategies: A Guide to Corporate Success after the Dot. Com Bust*. Westport, CT: Praeger. Kounalakis, M. (2005, September). Search Lite: You May Think Google Is Powerful Today, but It's Still Only Using 5% of Its Brain. *Washington Monthly*, 37, 50+.