



Los Consumidores en el Comercio Electrónico (Spanish Edition)

Miguel Arias

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Los cambios provocados por los avances tecnológicos en la economía y las políticas de tráfico de información están haciendo desaparecer la relación que existía entre el consumidor y el productor, dando paso a una nueva forma de economía, la economía social de colaboración. La información se ha convertido en moneda de cambio y un nuevo grupo de consumidores-productores asume una posición importante en el mercado de consumo. Con la utilización de Internet, que proporciona la conexión para el intercambio de información, los prosumidores alimentan el ciberespacio con el conocimiento libre con el fin de colaborar y ser parte del proceso de producción. Internet influye en nuestras vidas y en nuestras costumbres, en la forma de buscar información, de entretenernos y de comunicarnos. Analizar un evento mientras está sucediendo es una tarea un tanto complicada. Uno puede tratar de entender los factores que llevaron al evento y también puede tratar de predecir los cambios futuros. El objetivo de este trabajo es presentar los hechos y las pruebas disponibles y crear una línea de acontecimientos que culminaron en el evento en cuestión que aún está empezando.

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