



B2B reverse auctions - a critical evaluation

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GRIN Verlag Okt 2007, 2007. Taschenbuch. Book Condition: Neu. 210x148x2 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2002 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,3 (A), European Business School - International University Schloß Reichartshausen Oestrich-Winkel (Marketing Cluster), course: Seminar: E-Commerce Marketing, 29 entries in the bibliography, language: English, abstract: B2B online, reverse auctions are said to revolutionize the traditional way suppliers and buyers do business. In 2001, General Electric expected to generate up to \$600 million in savings by organizing their procurement through the means of online, reverse auctions. In 2000 Forrester Research estimated that B2B online, reverse auctions would reach \$52 billion in revenue by the end of 2002. A benchmark study by CAPS Research stated that 1,5% of today's purchases are made through electronic auctions. Even studies considered 'conservative' believe that 10% of all procurement budgets, which total \$4,1 trillion in the U.S., could be spent through reverse auctions. That would mean over \$400 billion spent through reverse auctions would create savings of up to \$50 billion, taking into account a conservative savings rate of 12%. These savings...



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