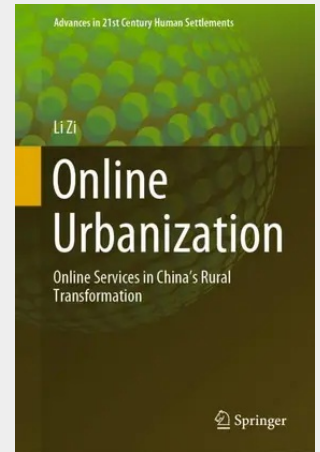


Online Urbanization

Online Services in China's Rural Transformation

This book highlights the new urban–rural relationship that has emerged under the influence of e-commerce in China. In this regard, it presents case studies on the Suichang rural e-commerce model and Alibaba's rural strategy, together with analyses of online service in China. Furthermore, by means of a brief review of the urban–rural relationship throughout China's history, and of academic literature on the study of space, it explains the special logic of urbanization in China. As such, the book makes a valuable contribution to the body of literature on the space of flows and grassrootsing, aspects that are essential to appreciating the complexity of the new urban–rural relationship in underdeveloped areas (including developing countries and underdeveloped areas in developed countries) in the ongoing information era.

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