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The market-leading text for e-commerce This comprehensive, market-leading text emphasizes the three major driving forces behind e-commerce—technology change, business development, and social issues—to provide a coherent conceptual framework for understanding the field. Teaching and Learning Experience

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Laudon & Traver, E-Commerce 2015, Global Edition, 11th ...

Electronic commerce J. Ohene-Djan CO3323 2008 Undergraduate study in Computing and related programmes This is an extract from a subject guide for an undergraduate course offered as part of the University of London International Programmes in Computing. Materials for these programmes are developed by academics at Goldsmiths. For more information, see: [www.londoninternational.ac.uk](http://www.londoninternational.ac.uk). This guide ...

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online business strategies, up-to-the-minute technologies, and the latest developments from the field equips readers with a solid understanding of the dynamics of this fast-paced industry. The new edition offers thorough discussions of e-commerce growth in China and the developing world, social media and online marketing strategies, technology-enabled outsourcing, online payment processing systems, and much more. In addition, Business Case Approaches and Learning From Failure boxes highlight the experiences of actual companies to illustrate real-world practice in action. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

E-Commerce 2015 is intended for use in undergraduate and graduate e-commerce courses in any business discipline. The market-leading text for e-commerce This comprehensive, market-leading text emphasizes the three major driving forces behind e-commerce--technology change, business development, and social issues--to provide a coherent conceptual framework for understanding the field. Teaching and Learning Experience This program will provide a better teaching and learning experience--for both instructors and students. Comprehensive Coverage Facilitates Understanding of the E-Commerce Field: In-depth coverage of technology change, business development, and social issues gives readers a solid framework for understanding e-commerce. Pedagogical Aids Help Readers See Concepts in Action: Infographics, projects, and real-world case studies help readers see how the topics covered in the book work in practice.

Electronic Commerce is a complete introduction to the world of electronic commerce, including balanced coverage of technical and business topics. Case studies and plentiful business examples complement conceptual coverage to provide a real-world context. Implementation strategies are analyzed, using examples of both successful and unsuccessful implementations.

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Introduction to E-commerce discusses the foundations and key aspects of E-commerce while focusing on the

latest developments in the E-commerce industry. Practical case studies offer a useful reference for dealing with various issues in E-commerce such as latest applications, management techniques, or psychological methods. Dr. Zheng Qin is currently Director of the E-Commerce Institute of Xi'an Jiaotong University.

This book is the ideal starting point for business managers involved with electronic commerce, as well as technical professionals who want to keep abreast of the latest trends and issues in management practices affected by electronic commerce technology. You will learn about firewalls, transaction security, electronic payment methods, and the management issues facing Internet Service Providers. Also fully covered are electronic commerce applications internal to the corporation-supply-chain management, manufacturing, and finance.

After the lesson learned during last years and following the successful edition of EC-Web 2009, for its 11th edition EC-Web tried to provide a clearer description of the electronic commerce universe focusing on some relevant topics. The main focus was not only on Internet-related techniques and approaches. The aim of EC-Web 2010 was to also cover aspects related to theoretical foundations of e-commerce, business processes as well as new approaches exploiting recently emerged technologies and scenarios such as the Semantic Web, Web services, SOA architectures, mobile and ubiquitous computing, just to cite a few. Due to their central role in any realistic e-commerce infrastructure, security and privacy issues were widely considered, without excluding legal and regulatory aspects. The choice of the above relevant topics directly reflects the fact that electronic commerce (EC), in the last few years, has changed and evolved into a well-established and founded reality both from a technological point of view and from a scientific one. Nevertheless, together with its evolution, new challenges and topics have emerged as well as new questions have been raised related to many aspects of EC. Keeping in mind the experience of the last edition of EC-Web, we maintained, for its 11th edition, the structure and the scientific organization of EC-Web 2009, aiming to highlight the autonomous role of the different (sometimes heterogeneous) aspects of EC, without missing their interdisciplinary scope.

This text emphasizes the three major driving forces behind e-commerce: technological change, business development, and social issues, to provide a coherent conceptual framework for understanding the field.

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Information technology is ever-changing, and that means that those who are working, or planning to work, in the field of IT management must always be learning. In the new edition of the acclaimed Information Technology for Management, the latest developments in the real world of IT management are covered in detail thanks to the input of IT managers and practitioners from top companies and organizations from around the world. Focusing on both the underlying technological developments in the field and the important business drivers performance, growth and sustainability—the text will help students explore and understand the vital importance of IT's role vis-a-vis the three components of business performance improvement: people, processes, and technology. The book also features a blended learning approach that employs content that is presented visually, textually, and interactively to enable students with different learning styles to easily understand and retain information. Coverage of next technologies is up to date, including cutting-edged technologies, and case studies help to reinforce material in a way that few texts can.

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