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Acknowledged authors Kenneth C. Laudon , Carol Traver wrote E-Commerce 2015 (11th Edition) comprising 912 pages back in 2014. Textbook and eTextbook are published under ISBN 0133507165 and 9780133507164. Since then E-Commerce 2015 (11th Edition) textbook was available to sell back to BooksRun online for the top buyback price or rent at the marketplace.

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For undergraduate and graduate courses in business. Understanding The Vast And Expanding Field of E-Commerce Laudon's E-Commerce 2016: Business, Technology, Society emphasizes three driving forces behind the expanding field of e-commerce: technology change, business development, and social issues. A conceptual framework uses the templates of many modern-day companies to further demonstrate the differences and complexities in e-commerce today. An in-depth investigation of companies such as Uber, Pinterest, and Apple kick-off the course while preparing students for real-life scenarios. In the Twelfth Edition, Laudon and Traver add new or update existing case studies to match developments in the e-commerce field as they exist in today's tech world. They built in additional video cases for each chapter, making the material even more accessible to students as they prepare for their future roles in business.

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.

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.

"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 ExperienceThis 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.

This book describes the fundamentals of Supply Chain Management in clear and concise terms. It explains why in the near future real competition is going to be between supply chains and what the consequences will be. Managers and decision-makers will be able to build on their business's competitive advantage with the essentials provided in this work. The focus here is upon what you really need to know in order to optimally manage your processes in procurement, manufacturing, warehousing and logistics. In addition to a wealth of illustrations and examples, valuable suggestions for further expansive reading are included. Essential insights are provided into how to analyse and evaluate the supply chain, based upon key aspects from research and practice, which helps readers to initiate their own optimisation processes.

This book provides a comprehensive treatment of the rapidly changing world of Web-based business technologies and their often-disruptive innovations. The history of the Web is a short one. Indeed many college graduates today were not even born when the Web first emerged. It is therefore an opportune time to view the Web as having reached the point of graduation. The Web has led to new ways in which businesses connect and operate, and how individuals communicate and socialize; related technologies include cloud computing, social commerce, crowd sourcing, and the Internet of Things, to name but a few. These developments, including their technological foundations and business impacts, are at the heart of the book. It contextualizes these topics by providing a brief history of the World Wide Web, both in terms of the technological evolution and its resultant business impacts. The book was written for a broad audience, including technology managers and students in higher education. It is also intended as a guide for people who grew up with a background in business administration or engineering or a related area but who, in the course of their career paths, have reached a point where IT-related decisions have become their daily business, e.g., in digital transformation. The book describes the most important Web technologies and related business applications, and especially focuses on the business implications of these technologies. As such, it offers a solid technology- and business-focused view on the impact of the Web, and balances rules and approaches for strategy development and decision making with a certain technical understanding of what goes on "behind the scenes."

For the undergraduate and graduate e-commerce course 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. The tenth edition features updates to the text, data, figures, and tables based on the latest marketing and business intelligence available from eMarketer, Pew Internet & American Life Project, Forrester Research, comScore, Gartner Research, and other industry sources. All opening, closing and Insight on cases are new or updated.

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.

Management Information Systems provides comprehensive and integrative coverage of essential new technologies, information system applications, and their impact on business models and managerial decision-making in an exciting and interactive manner. The twelfth edition focuses on the major changes that have been made in information technology over the past two years, and includes new opening, closing, and Interactive Session cases.

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