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E-Commerce Essentials 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.

Laudon & Traver, E-Commerce Essentials | Pearson
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We are on our third ecommerce platform in two years. After diligently evaluating other systems, we felt that BigCommerce was the best solution for an improved website experience. We invested in the Advanced Launch Package to fully understand the power of the platform and generally improve upon our weaknesses in running an ecommerce site ...

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E-Commerce Essentials This course introduces you to e-commerce. You will learn how to create your own online business, using the web's most popular and easy to use systems.

This is a brief introduction that covers essential e-commerce concepts and issues, focusing on the technology that makes e-commerce possible, the business models and thinking that drive the formation of e-commerce business and the social and legal issues raised by e-commerce.

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This book is an action book, it is written in order toallow readers to set up a successful business online.It capitalizes all experience in e-commerce and offersyou the maximum information to succeed in this area.It is aimed at all people, merchants with already aproduct or service for sale or individuals who want toembark on a new project. It is written in a syntheticand precise way.Readers are expected to put into practice theknowledge gained from this book.The book spreads six essential points, which, followedas indicated, will guarantee you success.With the internet booming and potential customersfrom around the world, do not miss out on the greatopportunities available to you.

This is the eBook of the printed book and may not include any media, website access codes, or print supplements that may come packaged with the bound book. Based on the authors' market-leading E-Commerce. Business. Technology. Society., this brief book offers the same thought-provoking and current content but in a brief format. E-Commerce Essentials 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.

In the United States alone, more than four million small businesses are expected to get online with a Web site in the next four years. But small businesses and home-based businesses often find it unnecessarily daunting to get an e-commerce site up and running. E-COMMERCE SOLUTIONS WITH MICROSOFT FRONTPAGE VERSION 2002 and the Microsoft FrontPage version 2002 Web site creation and management tool work together to meet this all-too-common challenge. This book focuses on FrontPage version 2002 features that are specifically geared to the needs of the small or home-based business that is trying to set up a credible e-commerce site. FrontPage Version 2002 gives businesses like these the tools they need to create valuable e-commerce site features such as feedback forms, a workable customer-support infrastructure, and a visitor registration and tracking system. This book shows how best to use these tools-including the latest FrontPage features-to create an approachable, professional-quality e-commerce solution. The book also shows how easy it is to use FrontPage Version 2002 in concert with other Office XP software applications, third-party applications, and business-advice sites such as the Microsoft bCentral(tm) small business portal to create an elegant, accessible e-commerce site.

This book is designed to acquaint the readers with major aspects of e-commerce with particular emphasis on technology such as cryptography, e-payment and mobile payment

security. The book presents a layered architecture of e-commerce systems with six layers. The physical layer (the bottommost layer) described first, provides the basic communication infrastructure needed by e commerce. The next layer described is the logical layer consisting of Local Area Networks, the Internet, Intranet, etc. which provide connectivity. The layer above is the network services layer which provides e-mail and World Wide Web applications. Above this is a very important messaging layer of e-commerce which provides facilities for exchanging messages securely using the communication infrastructure. Here various methods of encryption, public key infrastructure and digital signature are discussed. It is also explained as to how the messaging layer is used to exchange structured electronic documents, using XML. The next layer called middleman services layer, describes the design of home page of an organization and elaborates various payment services such as credit card, e cash, smart card, etc. The topmost layer is on applications, namely, B2C, B2B and C2C e commerce which are defined and described at the beginning of the book. As use of mobile phones and mobile network is rapidly increasing, a whole chapter is devoted to explain m-commerce. Of special interest are detailed discussions of Wireless Application Protocol, security issues and payment methods. A complete chapter is also devoted to new developments in multimedia information goods such as e-books, MP3 compressed audio and digital quality video. A unique feature of these goods is the method of delivery which also uses the mobile Internet infrastructure. Finally, the legal framework of e-commerce provided by the Information Technology Act 2000 (and the amended act of 2008) is explained. This book with its numerous student-friendly features is an ideal text for undergraduate and postgraduate students of Computer Science and Information Technology (BSc and MSc), Computer Applications (BCA and MCA), and for

undergraduate engineering students of Computer Science and Engineering and Information Technology. Besides, it would be useful to professionals for quickly understanding the basics of e commerce. Key Features : • Gives detailed discussions of security and payment schemes in e-commerce. • Discusses essentials of m-commerce technology including WAP protocol and mobile security. • Discusses e-commerce of multimedia such as e-books, MP3 audio and video on demand. • Provides learning aids such as chapter summaries, over 300 review questions and 350 objective type questions.

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.

Offering both real-world and theoretical perspectives, this book features exceptionally comprehensive yet manageable coverage of a broad spectrum of E-commerce essentials from a global point of view. Extremely user-friendly and practical, it features vignettes, application cases, and real-world cases in each chapter. Market Mechanisms. Products and Services. Market Research and Advertisement. Company-Centric. Exchanges and Collaboration. E-Government, B2E. M-Commerce. Infrastructure and Application Developments. Privacy, Legal and Security. Payments and Order Fulfillment. Strategy, Going global, and Internet Communities. For anyone interested in e-commerce. Ideal for busy

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