



E-Commerce: Strategy, Technology, and Implementation, (Ninth Edition)

By Gary P. Schneider

Course Technology/Cengage Learning India, 2012. Softcover. Condition: New. 5th or later edition. Thoroughly revised and updated, this edition delivers solid coverage of such emerging and expanding issues as first mover advantage and alternative revenue strategies, the use of smart phones in online business, the role of branding in online sales, recent developments in online sales of music and videos, new forms of text advertising, social networking, mobile commerce, developments in microlending, and online customer relationship management tools Captivating "Learning from Failure" feature illustrates real-world examples of successful and unsuccessful electronic commerce, giving students insight into the real-life struggles, accomplishments, and excitement of e-commerce Cases in every chapter enable students to put what they've learned into practice. Each chapter includes two cases, giving readers plenty of hands-on experience applying text concepts to actual situations faced by real companies1. The Second Wave of Global E-Business 2. E-Business Technology Basics 3. Web Server and E-Mail Technologies 4. E-Business Revenue Models 5. Selling to Consumers Online 6. Selling to Businesses Online 7. Virtual Communities 8. E-Business Law and Taxation 9. Web Hosting and E-Business Software 10. Online Security 11. Online Payment Systems 12. Implementing E-Business Initiatives Printed Pages: 528.



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