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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.

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

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see how the topics covered
in the book work in
practice.

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

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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

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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.

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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

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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.

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

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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 designed for people who want to understand e-commerce - and by "understanding", we mean first and foremost Why and What, not How. Why is Amazon dominating the market? What happened between 1995 and 2015? Why were the incumbents like Walmart not able to fight back? What will become of the herd of

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new unicorn e-commerce companies? And what will happen to the traditional value chain on which retail companies operate? This is not a book about How, though, so don't read this hoping to learn "how to master online marketing". From our point of view, the Why and What is much more challenging and important, whether you are running a company in this market or are a student wanting to break into it. In this book, we'll share what we've learned. Look forward to more than 450 pages of valuable material about changes in the value chain, a lively review of how e-commerce has

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developed over the last 20 years, 50 case studies of digital business models large and small, three extensive interviews with leading e-commerce entrepreneurs, and strategic mind-games galore for a range of industries. The Story so far: Join us in revisiting the last 20 years of e-commerce. Look into the ups but also the downs of various business archetypes. Also, find a detailed analysis of recent market developments and major players in China. Basic Concepts: Learn about the interaction of all building blocks along the e-commerce value chain. You will

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understand how to make your customer happy in terms of demand based procurement, distribution, customer service, and much more...
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and insurance the next industries to be radically transformed? ...and what is taking so long in the home furnishings sector?

Interviews: Tap into the knowledge of successful serial entrepreneurs and get inspired by the latest insights of Stephan Schambach, René Köhler, and Florian Heinemann.

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E-business occurs when a company has established critical business procedures and activities to support e-commerce transactions. Using this definition, e-commerce is part of e-business--a company needs e-commerce to implement e-business. Utilizing e-commerce, however, does not mean that a company has transformed into an e-business. E-business is implemented only when a company changes its internal procedures to take advantage of the e-commerce technologies. Interest in the evolution ("e-volution") of e-commerce into e-business is a growth field.

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With the early November announcement that GM and Ford were forming online marketplaces for their suppliers, they placed themselves at the center of new e-business ecosystems that will transform their entire way of doing business. Many firms are increasingly discovering opportunities to move away from simply selling products on the Internet to being able to reinvent their conventional supply chains (as in the auto makers' case) and to being able to offer custom-built products (as Dell Computers does now).

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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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