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Turban & King, Electronic Commerce 2012: Managerial and ...

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E-Commerce Management, LLC is a New York Domestic Limited-Liability Company filed on June 13, 2008. The company's filing status is listed as Active and its File Number is 3684644. The Registered Agent on file for this company is Kimberly A Brucie and is located at 140 Seneca St., Corning, NY 14830.

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Throughout the book, theoretical foundations necessary for understanding Electronic Commerce (EC) are presented, ranging from consumer behavior to the economic theory of competition. Furthermore, this book presents the most current topics relating to EC as described by a diversified team of experts in a variety of fields, including a senior ...

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He is also the author of 20 books including Electronic Commerce: A Managerial Perspective and Information Technology for Management. He is also a consultant to major corporations worldwide. Dr.

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Throughout the book, theoretical foundations necessary for understanding Electronic Commerce (EC) are presented, ranging from consumer behavior to the economic theory of competition. Furthermore, this book presents the most current topics relating to EC as described by a diversified team of experts in a variety of fields, including a senior vice president of an e-commerce-related company. The authors provide website resources, numerous exercises, and extensive references to supplement the theoretical presentations. At the end of each chapter, a list of online resources with links to the websites is also provided. Additionally, extensive, vivid examples from large corporations, small businesses from different industries, and services, governments, and nonprofit agencies from all over the world make concepts come alive in Electronic Commerce. These examples, which were collected by both academicians and practitioners, show the reader the capabilities of EC, its cost and justification, and the innovative ways corporations are using EC in their operations. In this edition (previous editions published by Pearson/Prentice Hall), the authors bring forth the latest trends in e-commerce, including social businesses, social networking, social collaboration, innovations, and mobility.

This new Edition of Electronic Commerce is a complete update of the leading graduate level/advanced undergraduate level textbook on the subject. Electronic commerce (EC) describes the manner in which transactions take place over electronic networks, mostly the Internet. It is the process of electronically buying and selling goods, services, and information. Certain EC applications, such as buying and selling stocks and airline tickets online, are reaching maturity, some even exceeding non-Internet trades. However, EC is not just about buying and selling; it also is about electronically communicating, collaborating, and discovering information. It is about e-learning, e-government, social networks, and much more. EC is having an impact on a significant portion of the world, affecting businesses, professions, trade, and of course, people. The most important developments in EC since 2014 are the continuous phenomenal growth of social networks, especially Facebook, LinkedIn and Instagram,

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and the trend toward conducting EC with mobile devices. Other major developments are the expansion of EC globally, especially in China where you can find the world's largest EC company. Much attention is lately being given to smart commerce and the use of AI-based analytics and big data to enhance the field. Finally, some emerging EC business models are changing industries (e.g., the shared economy models of Uber and Airbnb). The 2018 (9th) edition, brings forth the latest trends in e-commerce, including smart commerce, social commerce, social collaboration, shared economy, innovations, and mobility.

Describing what electronic commerce is, how it is being conducted and managed, and what the major opportunities, limitations, issues and risks are, this book should be of interest to managers and professionals in the business world.

Electronic Commerce 2004 describes the essentials of electronic commerce how it is being conducted and managed as well as assessing its major opportunities, limitations, issues, and risks. It is a clear, simple, well-organized book, and provides all the basic definitions as well as logical support. Using extensive, vivid examples from large corporations, small businesses, government and not-for-profit agencies from all over the world, it makes the concepts presented come alive for readers. Beginning with a comprehensive introduction to E-commerce, the book explores internet marketing, B2B and C-commerce, E-marketplaces and internet consumerism, E-government, mobile commerce, auctions, security, electronic payment systems, and strategy and implementation to launch a successful E-commerce business. Written by experienced authors who are well-versed in real-world practices, this book will prove invaluable for managers and professional people in any functional area of business; as well as those in government, education, health services, and other areas that can benefit from a knowledge of e-commerce.

Throughout the book, theoretical foundations necessary for understanding Electronic Commerce (EC) are presented, ranging from consumer behavior to the economic theory of competition. Furthermore, this book presents the most current topics relating to EC as described by a diversified team of experts in a variety of fields, including a senior vice president of an e-commerce-related company. The authors provide website resources, numerous exercises, and extensive references to supplement the theoretical presentations. At the end of each chapter, a list of online resources with links to the websites is also provided. Additionally, extensive, vivid examples from large corporations, small businesses from different industries, and services, governments, and nonprofit agencies from all over the world make concepts come alive in Electronic Commerce. These examples, which were collected by both academicians and practitioners, show the reader the capabilities of EC, its cost and justification, and the innovative ways corporations are using EC in their operations. In this edition (previous editions published by Pearson/Prentice Hall), the authors bring forth the latest trends in e-commerce, including social businesses, social networking, social collaboration, innovations, and mobility.

This is a complete update of the best-selling undergraduate textbook on Electronic Commerce (EC). New to this 4th Edition is the addition of material on Social Commerce (two chapters); a new tutorial on the major EC support technologies, including cloud computing, RFID, and EDI; ten new learning outcomes; and video exercises added to most chapters. Wherever appropriate, material on Social Commerce has been added to existing chapters. Supplementary material includes an Instructor's Manual; Test Bank questions for each chapter; Powerpoint Lecture Notes; and a Companion Website that includes EC support technologies as well as online files. The book is organized into 12 chapters grouped into 6 parts. Part 1 is an Introduction to E-Commerce and E-Marketplaces. Part 2 focuses on EC Applications, while Part 3 looks at Emerging EC Platforms, with two new chapters on Social Commerce and Enterprise Social Networks. Part 4 examines EC Support Services, and Part 5 looks at E-Commerce Strategy and Implementation. Part 6 is a collection of online tutorials on Launching Online Businesses and EC Projects, with tutorials focusing on e-CRM; EC Technology; Business Intelligence, including Data-, Text-, and Web Mining; E-Collaboration; and Competition in Cyberspace. the following tutorials are not related to any specific chapter. they cover the essentials of ec technologies and provide a guide relevant resources. p

Describes the essentials of electronic commerce, how it is being conducted and managed as well as assessing its major opportunities, limitations, issues, and risks. With its managerial orientation and interdisciplinary approach, this book is for beginners as well as graduate students in e-commerce.

This book presents the fundamentals of electronic commerce and its terminology, describing what it is and how it is being conducted and managed. It also focuses on the major opportunities, limitations, issues, and risks impacting the market place around the world as we enter the second millenium. Chapter topics include retailing, consumer behavior and market research, advertisement and publishing, services, intranet and extranet application, payments, corporate strategy, public policy, and infrastructure. For anyone interested in network and Internet transactions - especially managers and professional in any functional area of the business world, and people in government, education, and health services.

The convenience of online shopping has driven consumers to turn to the internet to purchase everything from clothing to housewares and even groceries. The ubiquity of online retail stores and availability of hard-to-find products in the digital marketplace has been a catalyst for a heightened interest in research on the best methods, techniques, and strategies for remaining competitive in the era of e-commerce. The Encyclopedia of E-Commerce Development, Implementation, and Management is an authoritative reference source highlighting crucial topics relating to effective business models, managerial strategies, promotional initiatives, development methodologies, and end-user considerations in the online commerce

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sphere. Emphasizing emerging research on up-and-coming topics such as social commerce, the Internet of Things, online gaming, digital products, and mobile services, this multi-volume encyclopedia is an essential addition to the reference collection of both academic and corporate libraries and caters to the research needs of graduate-level students, researchers, IT developers, and business professionals. .

"The rapid commercialization of the Internet and success of online direct marketing led to the burgeoning field of business-to-business e-commerce, a growing industry analyzed with the most recent research developments and successful implementation strategies in this business volume. E-commerce environments, supply chain management issues, and value chain networks are explored with respect to process, research, and electronic tendering. More complex discussions of classification schemes, manufacturing connectedness, and structuration theory provide the academic dimension of the practical business challenges presented."

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