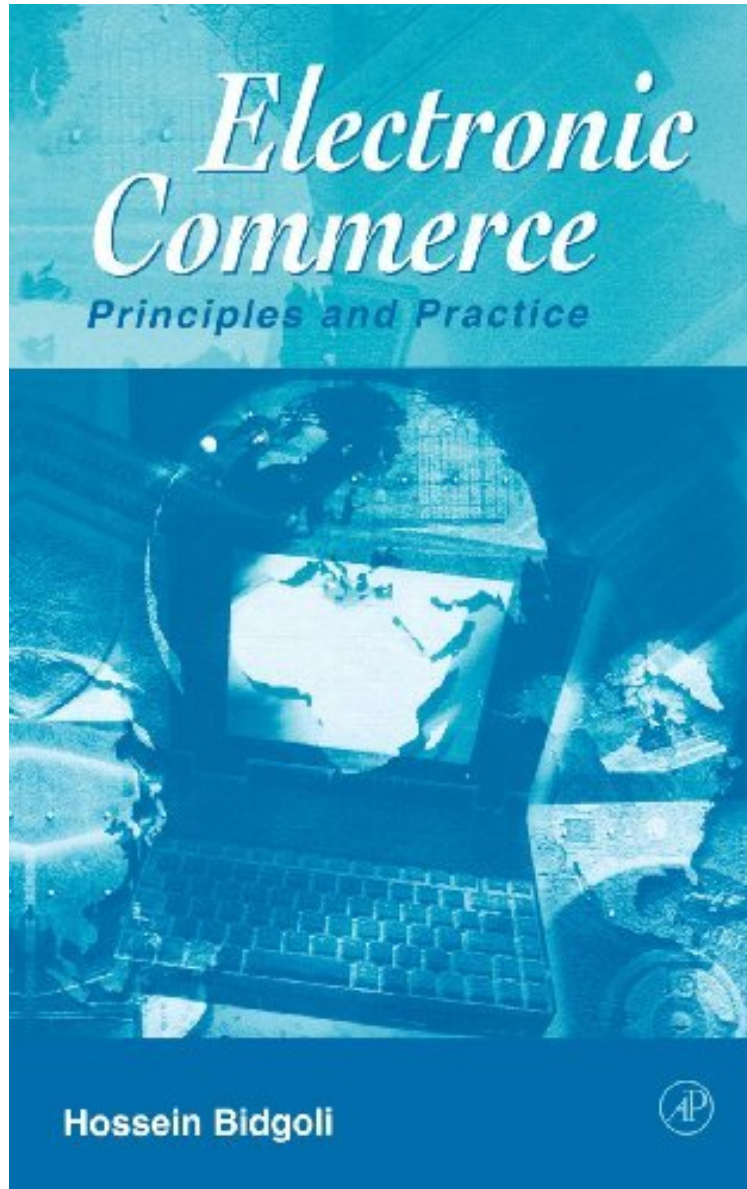


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Electronic Commerce: Principles and Practice

Hossein Bidgoli

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Hossein Bidgoli : Electronic Commerce: Principles and Practice before purchasing it in order to gage whether or not it would be worth my time, and all praised Electronic Commerce: Principles and Practice:

0 of 0 people found the following review helpful. An invaluable, basic primerBy Midwest Book ReviewHossein Bidgoli's Electronic Commerce: Principles and Practice is a comprehensive reference and analysis of a phenomenon that has globally revolutionized economics as we know it: e-commerce, the buying and selling of goods and services over the Internet, potentially to anywhere in the world. Among the many specific issues addressed by this fantastic

guide are marketing and advertising on the World Wide Web, security issues, legal and tax issues, and how to build a successful e-commerce site. Projects and exercises to test your understanding conclude each chapter. The text's wording is straightforward, deliberately geared toward people who have had little or no experience with the Internet, and clear enough for the lay person to easily understand; anyone with a little spare time can use Electronic Commerce to teach themselves the same basic knowledge offered in entry-level seminars for hundreds of dollars of tuition. Electronic Commerce covers everything except how to create a webpage in HTML or write programs with specific computer languages/software, and is an invaluable, basic primer for anyone who is new to the art and skill of doing business over the Internet!

This four-part overview of electronic commerce offers a more thorough and technical view of the subject than many recent books on the subject. The book provides a balance of theories, applications, and hands-on material. Electronic Commerce is divided into four parts: Electronic Commerce Basics, Electronic Commerce Supporting Activities, Implementation and Management Issues in Electronic Commerce, and Appendix and Glossary. The book's chapters begin with introductions of leading companies with significant e-commerce expertise and at least two small case studies. They include 10 or more hands-on exercises, encouraging readers to explore and analyze sites, and a list of key terms and bibliographic citations. They conclude with 25-30 review questions and 6-10 projects for further investigation. Offers a generalist's overview of the field and its major players for people with little or no technical background. Every chapter starts with an industry profile and two information boxes, which serve as case studies and point to practical applications. Projects and hands-on exercises conclude each chapter.

"This textbook for business students overviews the business strategies and digital technologies used by companies engaged in buying and selling on the Internet. Bidgoli (California State University) describes e-commerce business models, on-line auctions as a successful application, the types of computer networks available, electronic data interchange, and security measures for protecting data resources." -Book News, Inc. reg.; Portland, Oregon

From the Back Cover "E-commerce" is a buzz-word, but many people have little idea about the technologies, processes, and business applications surrounding it. Beginning business, economics, and finance students are required to learn about the fundamentals of the Internet and e-commerce. "Computer literacy" for many business people now includes knowing about the successful design and management of an e-commerce program: examining business issues and e-commerce strategies, and grasping the ways that these can be integrated with technology and infrastructure requirements. Electronic Commerce is the book for these people because it covers the concepts and foundations of electronic commerce as they relate to various decision-making scenarios in the Internet world. Electronic Commerce is a comprehensive book that mixes descriptive information about the Internet and electronic commerce with practical applications and actual case studies. Among important issues covered are intranets/extranets, electronic data exchange, electronic payment systems, supply chain management, auctions on the Web, marketing and advertising on the Web, new hardware and software technologies, security issues, and building a successful e-commerce site, as well as personal, social, organizational, legal, and tax issues. Every chapter starts with an industry profile and two information boxes, which serve as case studies and the bases for further discussions on the practical applications of specific electronic commerce topics. Projects and hands-on exercises conclude each chapter.

About the Author Hossein Bidgoli, Ph.D., is Professor of Management Information Systems at California State University. A master teacher and articulate speaker, Dr. Bidgoli helped set up the first PC lab in the United States. He is the author of 40 textbooks, 25 manuals, and numerous technical articles and papers on various aspects of computer applications and information systems published and presented throughout the world. A double winner of meritorious performance and professional and promise awards, Dr. Bidgoli has been a systems analyst and information systems consultant. He was also Director of the Microcomputer Center at Portland State University.

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