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Prof. Ken Laudon - NYU Stern School of Business

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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.

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.

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.

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 preparing you 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 as you prepare for future in business.

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Revised edition of the authors' E-commerce 2018, [2017]

ISE 2001 is the first in a series of conferences on e-commerce, e-business, and- government organised by the three IFIP committees TC6, TC8, and TC11. It provides a forum, where users, engineers, and scientists from academia, industry, and government can present their latest findings in e-commerce, e-business, and- government applications and the underlying technology to support those applications. The conference comprises a main track and mini tracks dedicated to special topics. The papers presented in the main track were rigorously refereed and selected by the International Programme Committee of the conference. Thematically they were grouped in the following sessions: – Sessions on security and trust, comprising nine papers referring to both trust and security in general as well as presenting specific concepts for enhancing trust in the digital society. – Session on inter-organisational transactions, covering papers related to auditing of inter-organizational trade procedures, cross-organizational workflow and transactions in Business to Business platforms. – Session on virtual enterprises, encompassing papers describing innovative approaches for creating virtual enterprises as well as describing examples of virtual enterprises in specific industries. – Session on online communities containing three papers, which provide case studies of specific online communities and various concepts on how companies can build and harness the potential of online communities. – Sessions on strategies and business models with papers describing specific business models as well as general overviews of specific approaches for E- Strategy formulation.

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. This comprehensive, market-leading text 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.

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