Record Nr. UNINA9910139881703321 Autore Sampson Geoffrey Titolo Electronic business / / Geoffrey Sampson Pubbl/distr/stampa Swindon:,: British Computer Society,, [2008] **ISBN** 1-78017-048-3 1-78017-012-2 1-906124-35-3 Edizione [2nd edition] Descrizione fisica 1 online resource (280 pages) Altri autori (Persone) SampsonGeoffrey Disciplina 658.05 Soggetti Electronic commerce Business enterprises - Computer networks Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Revised edition of: E.biz: the anatomy of electronic business. Note generali Amsterdam: Elsevier/Butterworth-Heinemann, 2004. Nota di bibliografia Includes bibliographical references (pages 245-252) and index. Nota di contenuto Copyright; Contents; About the author; Acknowledgements; Abbreviations; Preface; 1 Introduction; 2 IT and the Structure of the Economy; 3 E-Commerce Strategies; 4 E-Business and the Institutions of Society; 5 Jurisdiction, Regulation, Taxation; 6 Does IT Matter?; 7 Shifting to an Intangible Economy; 8 Enterprise Resource Planning; 9 Marketing and Customer Relationships: 10 Advertising and Web 2.0: 11 Diverse Enterprise Applications; 12 Web Services; 13 The Open Source Movement; 14 Into the Future; References; Index; Back Cover Sommario/riassunto Technology continues to drive changes in the way we do business with ever increasing numbers of companies relying on electronic tools to carry out their business functions. IT professionals have a greater role to play in the success of these businesses. This book enables a better

understanding of the IT/business interface.