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e-commerce environment -- Strategic agility -- Online marketplace analysis -- Location of trading in the marketplace -- Review of marketplace channel structures -- Location of trading in the marketplace -- The importance of multi-channel marketplace models -- Commercial arrangement for transactions -- Different types of online intermediary -- Summary of the types of intermediary -- The importance of search engines -- Business models for e-commerce -- Revenue models.

Online publisher and intermediary revenue models -- Focus on Auction business models -- Focus on Internet start-up companies -- From 'bricks and mortar' to 'clicks and mortar' -- Assessing e-businesses -- Valuing Internet start-ups -- Case Study 2.1 i-to-i - a global marketplace for a start-up company -- Why dot-coms failed -- Case Study 2.2 Zopa launches a new lending model -- Summary -- Exercises -- References -- Further reading -- Web links -- E-business infrastructure -- Learning outcomes -- Management issues -- Links to other chapters -- Introduction -- E-business infrastructure components -- Real-world e-business: lastminute.com -- Internet technology -- Hosting of websites and e-business services -- The Internet timeline -- Just how big is the Internet? -- Case Study 3.1 Innovation at Google -- Intranets and extranets -- Web technology -- Internet-access software applications -- Augmented reality -- Blogs and blogging -- Electronic mail or e-mail -- Feeds -- How does it work? Internet standards -- Networking standards -- The HTTP protocol -- Uniform resource locators (URLs) -- Domain names -- Web presentation and data exchange standards -- Audio and video standards -- Focus on Internet governance -- Managing e-business infrastructure -- Managing hardware and systems software infrastructure -- Managing Internet service and hosting providers -- Managing employee access to the Internet and e-mail -- Managing e-business applications infrastructure -- Focus on Web services, SaaS and service-oriented architecture (SOA) -- Benefits of web services or SaaS -- Challenges of deploying SaaS -- Case Study 3.2 New architecture or just new hype? -- EDI -- Focus on Mobile commerce -- Wireless Internet access standards -- Wireless access devices -- Popularity of applications of mobile communications -- Mobile apps -- Summary -- Exercises -- References.

Further reading -- Web links -- E-environment -- Learning outcomes -- Management issues -- Links to other chapters -- Introduction -- Real-world e-business: Lingo24 -- Social and legal factors -- Factors governing e-commerce service adoption -- Privacy and trust in e-commerce -- Other e-commerce legislation -- Environmental and green issues related to Internet usage -- Taxation -- Freedom-restrictive legislation -- Economic and competitive factors -- Focus on E-commerce and globalization -- Case Study 4.1 The implications of globalization for consumer attitudes -- The implications of e-commerce for international B2B trading -- Political factors -- Internet governance -- E-government -- Technological innovation and technology assessment -- Approaches to identifying emerging technology -- Summary -- Exercises -- References -- Further reading -- Web links -- Part 2 Strategy and applications -- E-business strategy -- Learning outcomes -- Management issues -- Links to other chapters -- Introduction -- Real-world e-business: Standard Life -- What is e-business strategy? -- The imperative for e-business strategy -- E-channel strategies -- Strategy process models for e-business -- Strategic analysis -- Resource and process analysis -- Competitive environment analysis -- Assessing competitive threats -- Co-operation -- Competitor analysis -- Strategic objectives -- Defining vision and

mission -- How can e-business create business value? -- Case Study 5.1 Capital One creates value through e-business -- Objective setting -- Case Study 5.2 Setting the Internet revenue contribution at Sandvik Steel -- Strategy definition -- Decision 1: E-business channel priorities -- Decision 2: Market and product development strategies -- Decision 3: Positioning and differentiation strategies -- Decision 4: Business, service and revenue models.

Decision 5: Marketplace restructuring -- Decision 6: Supply-chain management capabilities -- Decision 7: Internal knowledge management capabilities -- Decision 8: Organizational resourcing and capabilities -- Strategy implementation -- Failed e-business strategies -- E-business strategy implementation success factors for SMEs -- Case Study 5.3 Boo hoo - learning from the largest European dot-com failure -- Focus on Aligning and impacting e-business strategies -- Elements of IS strategy -- Investment appraisal -- Summary -- Exercises -- References -- Further reading -- Web links -- Supply chain management -- Learning outcomes -- Management issues -- Links to other chapters -- Introduction -- Problems of supply chain management -- What is supply chain management? -- Using technology to support supply chain management - an example -- A simple model of a supply chain -- Case Study 6.1 Shell Chemicals redefines its customers' supply chains -- What is logistics? -- Push and pull supply chain models -- Focus on The value chain -- Restructuring the internal value chain -- The value stream -- Value chain analysis -- Value networks -- Towards the virtual organization -- Options for restructuring the supply chain -- Using e-business to restructure the supply chain -- Technology options and standards for supply chain management -- Adoption rates of e-business applications -- Case Study 6.2 Argos uses e-supply chain management to improve customer convenience -- IS-supported downstream supply chain management -- Outbound logistics management -- IS infrastructure for supply chain management -- Supply chain management implementation -- Data standardization and exchange -- The supply chain management strategy process -- Goal-setting and performance management for e-SCM -- Managing partnerships -- Managing global distribution.

Case Study 6.3 RFID: keeping track starts its move to a faster track -- Summary -- Exercises -- References -- Further reading -- Web links -- E-procurement -- Learning outcomes -- Management issues -- Links to other chapters -- Introduction -- What is e-procurement? -- Understanding the procurement process -- Types of procurement -- Participants in different types of e-procurement -- Drivers of e-procurement -- Examples of the benefits of e-procurement -- Case Study 7.1 Cambridge Consultants reduce costs through e-procurement -- Focus on Estimating e-procurement costs -- The impact of cost savings on profitability -- Barriers and risks of e-procurement adoption -- Implementing e-procurement -- Integrating company systems with supplier systems -- Focus on B2B marketplaces -- Case Study 7.2 Covisint - a typical history of a B2B marketplace? -- Types of marketplace -- The future of e-procurement -- Summary -- Exercises -- References -- Further reading -- Web links -- E-marketing -- Learning outcomes -- Management issues -- Links to other chapters -- Introduction -- Chapter structure -- Real-world e-business: Guess -- What is e-marketing? -- Marketing defined -- E-marketing defined -- E-marketing planning -- Is a separate e-marketing plan required? -- Situation analysis -- Demand analysis -- Competitor analysis -- Intermediary analysis -- Internal marketing audit -- Objective setting -- Case Study 8.1 The e-volution of easyJet's online revenue contribution -- Strategy -- Market and product positioning -- Target

market strategies -- Focus on Characteristics of digital media communications -- Tactics -- Product -- Case Study 8.2 Dell gets closer to its customers online -- Price -- Place -- Promotion -- People, process and physical evidence -- Focus on Online branding -- The importance of brand online -- Actions -- Control.
Case Study 8.3 The new Napster changes the music marketing mix.

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This bestselling textbook offers a comprehensive introduction to the theory and practice of e-business and e-commerce management. The author, Dave Chaffey, brings his trademarks of authority, clarity of expression and teaching expertise to bear on a subject in which he actively lectures and consults. Popular for its cutting-edge and contemporary coverage, this text offers an international approach and a good balance between the technical and managerial topics of central importance to developing an understanding of this subject. It is an engaging read, packed with real-life examples and case studies. Developed for students studying e-business or e-commerce at undergraduate or postgraduate level, and also used by many business managers, this is the essential text to keep pace with technology, strategy and implementation.
