1. Record Nr. UNINA9910154771803321

Autore	Laudon Kenneth
Titolo	E-commerce 2015 : business, technology, society / / Kenneth Laudon, Carol Traver
Pubbl/distr/stampa	Boston, [Massachusetts] : , : Pearson, , 2015 ©2015
ISBN	1-292-07631-3 1-292-07632-1
Edizione	[Eleventh edition, Global edition.]
Descrizione fisica	1 online resource (910 pages) : illustrations
Collana	Always Learning
Disciplina	658.84
Soggetti	Electronic commerce Internet marketing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Cover -- Title -- Copyright -- Preface -- Brief Contents -- Contents -- 1 INTRODUCTION TO E-COMMERCE -- Learning Objectives -- Puma Goes Omni -- 1.1 E-commerce: The Revolution Is Just Beginning -- The First 30 Seconds -- What Is E-commerce? -- The Difference Between E-commerce and E-business -- Why Study E-commerce? -- Eight Unique Features of E-commerce Technology -- Ubiquity -- Global Reach -- Universal Standards -- Richness -- Interactivity -- Information Density -- Personalization/Customization -- Social Technology: User Content Generation and Social Networking -- Web 2.0: Play My Version -- Types of E-commerce -- Business-to-Consumer (B2C) E-commerce -- Business-to-Business (B2B) E-commerce -- Consumer-to-Consumer (C2C) E-commerce -- Mobile E-commerce (M-commerce) -- Social E-commerce -- Local E-commerce -- Growth of the Internet, Web, and Mobile Platform -- Insight on Technology: Will Apps Make the Web Irrelevant? -- Origins and Growth of E-commerce -- 1.2 E-commerce: A Brief History -- E-commerce 1995-2000: Invention -- E-commerce 2001-2006: Consolidation -- E-commerce 2007-Present: Reinvention -- Assessing E-commerce: Successes, Surprises, and Failures -- Insight on Business: Rocket Internet -- Predictions for the Future: More Surprises -- 1.3 Understanding E-commerce: Organizing Themes -- Technology:

Infrastructure -- Business: Basic Concepts -- Society: Taming the Juggernaut -- Insight on Society: Facebook and the Age of Privacy -- Academic Disciplines Concerned with E-commerce -- Technical Approaches -- Behavioral Approaches -- 1.4 Case Study: The Pirate Bay: Searching for a Safe Haven -- 1.5 Review -- Key Concepts -- Questions -- Projects -- References -- 2 E-COMMERCE INFRASTRUCTURE -- Learning Objectives -- Wikitude, Layar, and Blippar: Augment My Reality -- 2.1 The Internet: Technology Background.
The Evolution of the Internet: 1961-The Present -- The Internet: Key Technology Concepts -- Packet Switching -- Transmission Control Protocol/Internet Protocol (TCP/IP) -- IP Addresses -- Domain Names, DNS, and URLs -- Client/Server Computing -- The New Client: The Mobile Platform -- The Internet "Cloud Computing" Model: Hardware and Software as a Service -- Other Internet Protocols and Utility Programs -- 2.2 The Internet Today -- The Internet Backbone -- Internet Exchange Points -- Campus Area Networks -- Internet Service Providers -- Intranets -- Who Governs the Internet? -- 2.3 The Future Internet Infrastructure -- Limitations of the Current Internet -- Insight on Society: Government Regulation and Surveillance of the Internet -- The Internet2® Project -- The First Mile and the Last Mile -- Fiber Optics and the Bandwidth Explosion in the First Mile -- The Last Mile: Mobile Internet Access -- Internet Access Drones -- The Future Internet -- Latency Solutions -- Guaranteed Service Levels and Lower Error Rates -- Declining Costs -- The Internet of Things -- 2.4 The Web -- Hypertext -- Markup Languages -- HyperText Markup Language (HTML) -- eXtensible Markup Language (XML) -- Insight on Technology: Is HTML5 Ready for Prime Time? -- Web Servers and Clients -- Web Browsers -- 2.5 The Internet and the Web: Features and Services -- E-mail -- Instant Messaging -- Search Engines -- Online Forums -- Streaming Media -- Cookies -- Web 2.0 Features and Services -- Online Social Networks -- Blogs -- Really Simple Syndication (RSS) -- Podcasting -- Wikis -- Music and Video Services -- Internet Telephony -- Video Conferencing, Video Chatting, and Telepresence -- Online Software and Web Services: Web Apps, Widgets, and Gadgets -- Intelligent Personal Assistants -- 2.6 Mobile Apps: The Next Big Thing Is Here -- Platforms for Mobile Application Development.
App Marketplaces -- Insight on Business: Apps for Everything: The App Ecosystem -- 2.7 Case Study: Akamai Technologies: Attempting to Keep Supply Ahead of Demand -- 2.8 Review -- Key Concepts -- Questions -- Projects -- References -- 3 BUILDING AN E-COMMERCE PRESENCE -- Learning Objectives -- The Financial Times: A Remodel for 21st Century Publishing Profitability -- 3.1 Imagine Your E-commerce Presence -- What's the Idea? (The Visioning Process) -- Where's the Money: Business and Revenue Model -- Who and Where Is the Target Audience -- What Is the Ballpark? Characterize the Marketplace -- Where's the Content Coming From? -- Know Yourself: Conduct a SWOT Analysis -- Develop an E-commerce Presence Map -- Develop a Timeline: Milestones -- How Much Will This Cost? -- 3.2 Building an E-commerce Presence: A Systematic Approach -- Planning: The Systems Development Life Cycle -- Systems Analysis/Planning: Identify Business Objectives, System Functionality, and Information Requirements -- System Design: Hardware and Software Platforms -- Building the System: In-house Versus Outsourcing -- Build Your Own versus Outsourcing -- Host Your Own versus Outsourcing -- Insight on Business: Weebly Makes Creating Web Sites Easy -- Testing the System -- Implementation and Maintenance -- Factors in Optimizing Web Site

Performance -- 3.3 Choosing Software -- Simple Versus Multi-Tiered Web Site Architecture -- Web Server Software -- Site Management Tools -- Dynamic Page Generation Tools -- Application Servers -- E-commerce Merchant Server Software Functionality -- Online Catalog -- Shopping Cart -- Credit Card Processing -- Merchant Server Software Packages (E-commerce Software Platforms) -- Choosing an E-commerce Software Platform -- 3.4 Choosing Hardware -- Right-sizing Your Hardware Platform: The Demand Side -- Right-sizing Your Hardware Platform: The Supply Side.
3.5 Other E-commerce Site Tools -- Web Site Design: Basic Business Considerations -- Tools for Web Site Optimization -- Tools for Interactivity and Active Content -- Common Gateway Interface (CGI) -- Active Server Pages (ASP and ASP.NET) -- Java, Java Server Pages (JSP), and JavaScript -- ActiveX and VBScript -- ColdFusion -- PHP, Ruby on Rails (RoR), and Django -- Web 2.0 Design Elements -- Personalization Tools -- The Information Policy Set -- Insight On Society: Designing for Accessibility -- 3.6 Developing a Mobile Web Site and Building Mobile Applications -- Planning and Building a Mobile Presence -- Mobile Presence: Design Considerations -- Cross-platform Mobile App Development Tools -- Mobile Presence: Performance and Cost Considerations -- Insight on Technology: Building a Mobile Presence -- 3.7 Case Study: Orbitz Worldwide Charts Its Mobile Trajectory -- 3.8 Review -- Key Concepts -- Questions -- Projects -- References -- 4 E-COMMERCE SECURITY AND PAYMENT SYSTEMS -- Learning Objectives -- Europol Takes on Cybercrime with EC3 -- 4.1 The E-commerce Security Environment -- The Scope of the Problem -- The Underground Economy Marketplace: The Value of Stolen Information -- What Is Good E-commerce Security? -- Dimensions of E-commerce Security -- The Tension Between Security and Other Values -- Ease of Use -- Public Safety and the Criminal Uses of the Internet -- 4.2 Security Threats in the E-commerce Environment -- Malicious Code -- Potentially Unwanted Programs (PUPs) -- Phishing -- Hacking, Cybervandalism, and Hacktivism -- Data Breaches -- Insight on Business: Hackers Infiltrate Target -- Credit Card Fraud/Theft -- Identity Fraud -- Spoofing, Pharming, and Spam (Junk) Web Sites -- Denial of Service (DOS) and Distributed Denial of Service (DDOS) Attacks -- Sniffing -- Insider Attacks -- Poorly Designed Software -- Social Network Security Issues.
Mobile Platform Security Issues -- Insight on Technology: Think Your Smartphone Is Secure? -- Cloud Security Issues -- 4.3 Technology Solutions -- Protecting Internet Communications -- Encryption -- Symmetric Key Cryptography -- Public Key Cryptography -- Public Key Cryptography Using Digital Signatures and Hash Digests -- Digital Envelopes -- Digital Certificates and Public Key Infrastructure (PKI) -- Limitations to Encryption Solutions -- Securing Channels of Communication -- Secure Sockets Layer (SSL) and Transport Layer Security (TLS) -- Virtual Private Networks (VPNs) -- Wireless (Wi-Fi) Networks -- Protecting Networks -- Firewalls -- Proxy Servers -- Intrusion Detection and Prevention Systems -- Protecting Servers and Clients -- Operating System Security Enhancements -- Anti-Virus Software -- 4.4 Management Policies, Business Procedures, and Public Laws -- A Security Plan: Management Policies -- The Role of Laws and Public Policy -- Private and Private-Public Cooperation Efforts -- Government Policies and Controls on Encryption Software -- 4.5 E-commerce Payment Systems -- Online Credit Card Transactions -- Credit Card E-commerce Enablers -- Limitations of Online Credit Card Payment Systems -- Alternative Online Payment Systems -- Mobile Payment Systems: Your Smartphone Wallet -- Digital Cash and Virtual

Currencies -- 4.6 Electronic Billing Presentment and Payment -- Insight on Society: Bitcoin -- Market Size and Growth -- EBPP Business Models -- 4.7 Case Study: The Mobile Payment Marketplace: Goat Rodeo -- 4.8 Review -- Key Concepts -- Questions -- Projects -- References -- 5 E-COMMERCE BUSINESS STRATEGIES -- Learning Objectives -- Beatguide: Turning a Passion into a Business -- 5.1 E-commerce Business Models -- Introduction -- Eight Key Elements of a Business Model -- Value Proposition -- Revenue Model.
Insight on Society: Foursquare: Check Your Privacy at the Door.

Sommario/riassunto

E-Commerce 2015 is intended for use in undergraduate and graduate e-commerce courses in any business discipline. The market-leading text for e-commerce 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. Teaching and Learning Experience This program will provide a better teaching and learning experience-for both instructors and students. Comprehensive Coverage Facilitates Understanding of the e-Commerce Field: In-depth coverage of technology change, business development, and social issues gives students a solid framework for understanding e-commerce. Pedagogical Aids Help Students See Concepts in Action: Infographics, projects, and real-world case studies help students see how the topics covered in the book work in practice.