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Nota di contenuto	Cover -- E-commerce: Business, Technology, Society - Global Edition -- Copyright -- Preface -- Brief Contents -- Contents -- 1: Introduction to E-commerce -- Learning Objectives -- The Uberization of Everything -- 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-Generated Content and Social Networks -- 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 -- E-Commerce: A Brief History -- E-Commerce 1995-2000: Invention -- E-Commerce 2001-2006: Consolidation -- E-Commerce 2007-Present: Reinvention -- Insight on Business: Rocket Internet -- Assessing E-Commerce: Successes, Surprises, and Failures -- Understanding E-Commerce: Organizing Themes -- Technology: Infrastructure -- Business: Basic

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Market Opportunity.

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For undergraduate and graduate courses in business. Understanding The Vast And Expanding Field of E-CommerceLaudon'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 students 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 to students as they prepare for their future roles in business.
