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Record Nr.	UNINA9910254908903321
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Titolo	Introduction to Electronic Commerce and Social Commerce / / by Efraim Turban, Judy Whiteside, David King, Jon Outland
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2017
ISBN	3-319-50091-0
Edizione	[4th ed. 2017.]
Descrizione fisica	1 online resource (XXV, 435 p. 74 illus., 63 illus. in color.)
Collana	Springer Texts in Business and Economics, , 2192-4333
Disciplina	650
Soggetti	Electronic commerce Management information systems e-Business/e-Commerce Business Information Systems
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Chapter 1. Overview of Electronic Commerce -- Chapter 2. E-Commerce: Mechanisms, Platforms, and Tools -- Chapter 3. Retailing in Electronic Commerce: Products and Services -- Chapter 4. Business-to-Business E-Commerce -- Chapter 5. Innovative EC Systems: From E-Government to E-Learning, Knowledge Management, E-Health, and C2C Commerce -- Chapter 6. Mobile Commerce and the Internet of Things -- Chapter 7. Social Commerce: Foundations, Social Marketing, and Advertising -- Chapter 8. Social Enterprise and Other Social Commerce Topics -- Chapter 9. Marketing and Advertising in E-Commerce -- Chapter 10. E-Commerce Security and Fraud Issues and Protections -- Chapter 11. Electronic Commerce Payment Systems and Order Fulfillment -- Chapter 12. Implementation Issues: From Globalization to Justification, Privacy, and Regulation.
Sommario/riassunto	This is a complete update of the best-selling undergraduate textbook on Electronic Commerce (EC). New to this 4th Edition is the addition of material on Social Commerce (two chapters); a new tutorial on the major EC support technologies, including cloud computing, RFID, and EDI; ten new learning outcomes; and video exercises added to most chapters. Wherever appropriate, material on Social Commerce has been added to existing chapters. Supplementary material includes an

Instructor's Manual; Test Bank questions for each chapter; Powerpoint Lecture Notes; and a Companion Website that includes EC support technologies as well as online files. The book is organized into 12 chapters grouped into 6 parts. Part 1 is an Introduction to E-Commerce and E-Marketplaces. Part 2 focuses on EC Applications, while Part 3 looks at Emerging EC Platforms, with two new chapters on Social Commerce and Enterprise Social Networks. Part 4 examines EC Support Services, and Part 5 looks at E-Commerce Strategy and Implementation. Part 6 is a collection of online tutorials on Launching Online Businesses and EC Projects, with tutorials focusing on e-CRM; EC Technology; Business Intelligence, including Data-, Text-, and Web Mining; E-Collaboration; and Competition in Cyberspace.