

1. Record Nr.	UNINA9910438077403321
Autore	Mohapatra Sanjay
Titolo	E-Commerce Strategy : Text and Cases // by Sanjay Mohapatra
Pubbl/distr/stampa	New York, NY : , : Springer US : , : Imprint : Springer, , 2013
ISBN	1-4614-4142-0 9781461441427
Edizione	[1st ed. 2013.]
Descrizione fisica	1 online resource (269 p.)
Collana	Springer Texts in Business and Economics, , 2192-4333
Disciplina	658.4038011
Soggetti	Information technology Business—Data processing E-commerce Application software IT in Business e-Commerce/e-business Information Systems Applications (incl. Internet)
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Understanding E-commerce -- Technology of E-commerce -- Web Page Hosting -- Concepts in E-commerce -- Understanding E-commerce Product Design Strategy -- E-commerce and Online Auctions -- E-commerce Strategy -- Channels in E-commerce -- E-commerce Portal Design Strategy -- Future Trend - Social Commerce -- Drivers of Online-selling Diffusion: A Look at Organizational and Environmental Factors Through Time.
Sommario/riassunto	This book illustrates approaches for designing and implementing e-commerce strategy with social perspectives. While it gives details of different technological concepts related to designing and hosting web portals, it also provides real-life examples from different corporations to show how better results can be achieved through effective channel design with social commerce oriented strategy. The book also illustrates 'people focused' approaches that can be used for marketing products and services through internet. E-Commerce Strategy: Text and Cases has power point presentations available for

instructors which can be obtained from [Springer.com](http://Springer.com).

---