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Nota di contenuto	Chapter 1. Introduction to E-Business -- Chapter 2. E-Business Models & Strategies -- Chapter 3. E-environment -- Chapter 4. Evolution and Applications of the Internet in E-business -- Chapter 5. E-Business Security and Control -- Chapter 6. Billing and Payment Systems -- Chapter 7. Supply Chain Management in E-Business -- Chapter 8. E-Procurement -- Chapter 9. Digital Marketing -- Chapter 10. Customer Relationship Management -- Chapter 11. Business Intelligence -- Chapter 12. E-Business Adoption -- Chapter 13. Change Management -- Chapter 14. Analysis and Performance Measurement in E-Business -- Chapter 15. Legal, Regulatory, and Ethics in E-business.
Sommario/riassunto	This textbook presents comprehensive treatment of the e-business environment and the tools and strategies necessary for success in the digital realm. The author covers a wide range of e-business-related topics, such as e-environment, e-business security, billing and payment systems, supply chain management, digital marketing, customer relationship management, business intelligence, e-business adoption, change management, performance measurement, legal, and

regulatory. The book focuses on the ethical and legal issues of e-business and offers practical advice for establishing and maintaining successful e-business operations. The book also discusses the challenges of keeping up with swiftly evolving technology and the ever-changing internet landscape, including online transactions, data security, and administration. The author seeks to advance e-business research and practice by providing a comprehensive and up-to-date overview of the field. The author includes case studies that span various industries and companies, from small startups to large corporations, providing readers with a diverse and practical perspective on e-business. Covers fundamental topics needed to comprehend e-business, from systems, to security, to ethics; Includes case studies to help readers understand how to implement e-business concepts and strategies; Stresses the significance of performance measurement in e-business, giving tools to assess e-business performance.
