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Nota di contenuto	E-Business Management: A Primer -- E-Business and Beyond -- The Neo-Intermediation -- Driving Forces for M-Commerce Success -- e-Business Management Models: Services Perspective from the Revere Group -- Focus on Consumers: P&G's e-Commerce Strategy -- Global Non-Production Procurement at Motorola: Managing the Evolving Enterprise Infrastructure -- Supply-Chain Partnership between P&G and Wal-Mart -- From the User Interface to the Consumer Interface -- Information Foraging in Internet-Based Selling: A System Design Value Assessment Framework -- Initiatives for Building e-Loyalty: A Proposed Framework and Research Issues -- Web-based Recommendation Systems for Personalized e-Commerce Shopping -- A Survey on the Industry Sponsored e-Marketplaces -- Trading Financial Derivatives on the Web - An Approach Towards Automating Negotiations on OTC Markets -- The Dynamics of the Electronic Market: An Evolutionary Game Approach -- A Strategic Analysis of Exchange Based B2B Networks -- Product Hardware Complexity and Its Impact on Inventory

and Customer On-Time Delivery -- Reengineering Using "Merge-in-transit" for Electronic Commerce -- Modularized Interoperability in Supply-Chains: A Co-adoption study of RosettaNet's XML-based Interorganizational Systems -- A Study on the Value of B2B E-Commerce: The Case of Web-based Procurement.

Sommario/riassunto

E-Business Management: Integration of Web Technologies with Business Models contains a collection of articles by leading information systems researchers on important topics related to the development of e-business. The goal is to enhance the understanding of the state of the art in e-business, including the most current and forward-looking research. The book emphasizes both business practices and academic research made possible by the recent rapid advances in the applications of e-business technology. The book should help graduate students, researchers, and practitioners understand major e-business developments, how they will transform businesses, and the strategic implications to be drawn.
