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Titolo	The E-commerce book [[electronic resource]] : building the E-empire / / Steffano Korper, Juanita Ellis
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ISBN	1-281-03320-0 9786611033200 0-08-051880-X
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Descrizione fisica	1 online resource (263 p.)
Collana	Communications, Networking and Multimedia
Altri autori (Persone)	EllisJuanita
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Nota di contenuto	Front Cover; The E-Commerce Book: Building the E-Empire; Copyright Page; Contents; Preface; Chapter 1. Setting the Vision; Market Predictions; Defining Vision; Traditional Business Vision vs. E-Vision; Business Model Basics; Chapter 2. Know Your Customers; Know Where to Start; Who Is on the Web?; Speaking the Global Language; Access Issues; Targeting the Best Shoppers; Chapter 3. Marketing and Branding; Know What You're Up Against; Plan for Acquisition Costs; Search Engines and Directories; Advertising Banners; Online Classified Advertisements; Message Boards; E-Mail Newsletters Links on Other Web SitesNewsgroups; Discussion Lists; Traditional Media; Press Releases; Just Give It Away!; Branding for Success; Marketing and Advertising Agencies; Chapter 4. First Impressions May Be Everlasting; Focus on Essentials; Easy Is Everything: Use Wide, Consistent Site Design; Present Interior and Exterior Links Well; Reliability Counts; Tackle Your Overall Look; Use Graphics and Layouts Well; Keep Text Readable; Make Fonts Enhance a Site, Not Detract from It; Make Your Pages Easy to Skim and Revisit; Make Your Visitors Feel Confident

Use Your Resources: Professional Design Agencies Revisit Your Vision Statement and Goals; Chapter 5. Keep Your Customers; Service with a Smile; Quality, Service, Cleanliness; The Customer Is Always Right; Thank You, Please Come Again; An Ounce of Prevention; Be Neighborly: Chat and Discuss with Your Customers; Would You Like Fries with That?; Keep Your Hands above the Table; Personalize for Better Service; Customers Now Control the Relationship; Chapter 6. Fulfillment Channels That Work; Why Does Fulfillment Seem So Difficult Today?; Know Your Customers' Expectations
Know Your Shipping Options Tackle Other E-Fulfillment Issues; Engage New Technology; Find E-Fulfillment Solutions; E-Fulfillment Supply-Chain Management; Plan for Spikes; Chapter 7. Choose Your Payment Systems; Payment System Categories; Credit Cards: Web Leaders in Payment Systems; Enable Electronic Payments; Ensure Online Transaction Security; Additional Security: The Secure Sockets Layer; Help Customers Trust You; Chapter 8. Know Your Infrastructure; Overview of Components; Content Management; Network Architecture; Chapter 9. Selecting the Right Commerce Package; Determining Your Needs
Evaluate Vendor Solutions Ease of Modifications and Extensions; Scalability; Partners; Customer Base; A Final Reminder before You Buy; Chapter 10. Secure Your Investment: Security Threats and Solutions; Network Threats; Security Policies and Procedures; Separating Your Net from the Net: Firewalls and Proxy Servers; Encryption; Authentication and Access Control; Viruses; Chapter 11. Get Ready for Wireless!; From E-Commerce to M-Commerce; The Devices... Now, Then, and in the Future; Wireless Portals; Who Are the Players? Carriers vs. Internet Service Providers; What Will Happen?
Wireless Internet Convergence: Merging Technologies

Sommario/riassunto

New in the Second Edition
Contains over 60% new material
Complete and extensive glossary will be added
Complete revision and update of the security chapter (reflecting the recent Yahoo experience)
Strengthened coverage of E-Business to Business
Increased and redesigned case studies
Increased European and international coverage
Revised, expanded, and enhanced illustrations
New, attractive text design with features such as margin notes
Increased size of tables containing website contacts
Redesigned cover* Contains over 60% new material*
Complete and ex
