Record Nr. UNINA9910810387003321 Autore Focacci Luisa Titolo Application service providers in business / / Luisa Focacci, Robert J. Mockler, Marc E. Gartenfeld New York:,: Routledge,, 2011 Pubbl/distr/stampa **ISBN** 1-315-80858-7 1-317-78697-1 0-7890-2480-2 1-317-78698-X Edizione [1st ed.] Descrizione fisica 1 online resource (224 p.) Collana **Best Business Book** Altri autori (Persone) GartenfeldMarc E MocklerRobert J Disciplina 658.8/72 658.872 Soggetti Application service providers Electronic commerce Business enterprises - Computer networks Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Note generali "Best business books." First published by the Haworth Press, 2005. Includes bibliographical references and index. Nota di bibliografia Nota di contenuto Cover: Title: Copyright: Contents: Preface: Acknowledgments: Chapter 1. Application Service Providers: An Overview; Introduction; ASP Defined; ASP Models' Main Features; ASP Drivers; A Variety of Offerings; Review of ASP Information Services: Trends and Estimated Worldwide Market Growth: A Multinational Perspective: Conclusion: Chapter 2. The ASP Marketplace: Structure and Overall Dynamics; Introduction; The Current ASP Market Environment; Specific Contingent ASP Business Models; ASP Models' Challenges; Acceptance and Adoption of ASP Services; Conclusion Chapter 3. ASP Performance Experiences: A Contingency ApproachIntroduction: The Right Solution for the Specific Situation: Contingency-Based Performance in Action: How Different ASP Models Have Fulfilled Diverse Customer Expectations; Conclusion; Chapter 4.

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Experiences; Microsoft's Best-Practice Guidelines for ASPs; ASP Industry Consortium's Best-Practice Guidelines; Winning Customer Confidence and Trust; Conclusion; Chapter 5. The Future of ASPs IntroductionFuture Models: Overview; The Future of Existing ASP Models; The Search for Other Models; Conclusion; References; Index Learn how to use Application Service Providers to enhance the future of your business!

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