

1. Record Nr.	UNINA9910970224203321
Autore	Sharma D. P
Titolo	eRetailing principles and practice : for management students and practicing managers // D.P. Sharma
Pubbl/distr/stampa	Mumbai, : Himalaya Pub. House, 2009
ISBN	1-282-81322-6 9786612813221 1-4416-7580-9
Edizione	[1st ed.]
Descrizione fisica	1 online resource (403 p.)
Soggetti	Electronic commerce
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.
Nota di contenuto	COVER ; INDEX ; FOUNDATIONS OF e-RETAILING ; e-RETAILING: THE APPLICATION DOMAIN ; COMPETITIVE STRATEGIES ; e-RETAILING : THE CURRENT TRENDS ; e-COMMERCE : PROCEDURES & METHODS ; COMMERCIAL WEBSITE DESIGNING ; COMPUTER NETWORKING: CONCEPTS & APPLICATIONS ; DATABASE CONCEPTS: THE FOUNDATION ; DATA WAREHOUSING: BASIC TECHNOLOGY & UTILIZATION ; ENTERPRISE RESOURCE PLANNING: DESIGN & IMPLEMENTATION ; DESIGN SUPPORT SYSTEM: THE KNOWLEDGE FOUNDATION ; RFID: NEW ERA TECHNOLOGY & APPLICATION DOMAIN ; APPENDIX
Sommario/riassunto	FOUNDATIONS OF e-RETAILING e-RETAILING: THE APPLICATION DOMAIN COMPETITIVE STRATEGIES e-RETAILING: THE CURRENT TRENDS e-COMMERCE: PROCEDURES & METHODS COMMERCIAL WEBSITE DESIGNING COMPUTER NETWORKING: CONCEPTS & APPLICATIONS DATABASE CONCEPTS: THE FOUNDATION DATA WAREHOUSING: BASIC TECHNOLOGY & UTILIZATION ENTERPRISE RESOURCE PLANNING: DESIGN & IMPLEMENTATION DESING SUPPORT SYSTEM: THE KNOWLEDGE FOUNDATION RFID: NEW ERA TECHNOLOGY & APPLICATION DOMAIN APPENDIX