1.	Record Nr.	UNINA9911019985903321
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	Titolo	EBusiness essentials : technology and network requirements for mobile and online markets
	Pubbl/distr/stampa	[Place of publication not identified], : J Wiley, 2001
	ISBN	9786610554942
		0-470-84150-8
		1-280-55494-0
	Edizione	[2nd ed.]
	Descrizione fisica	1 online resource (345 pages)
	Collana	Wiley-BT ; ; v.9
	Disciplina	658.05467
	Soggetti	Telecommunication - Equipment and supplies
		Electronic commerce
		Electrical & Computer Engineering
		Engineering & Applied Sciences
		Telecommunications
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
	Note generali	Bibliographic Level Mode of Issuance: Monograph
	Sommario/riassunto	eBusiness is growing rapidly and new issues are emerging in this global and real-time activity. This new edition to the hugely successful eBusiness Essentials explores the increasingly important area of mobile data access. In addition, it shows how eBusiness is evolving and how technology can be progressively used to build more sophisticated solutions. Balancing its technical depth with a clear and practical analysis of market models it enables the reader to deploy the available and emerging technology effectively and appropriately.In addition to the established yet equally important features such as security, payment and trust, supply chain integration and customer to supplier trade it includes:? mBusiness covering key issues such as roving and roaming access and the technologies GPRS, UMTS and WAP? Help for readers to formulate their own eBusiness strategy by drawing out some general principles? Virtual mobile network operators: data extensions to the mobile switch, home and visitor location? Analysis and real world examples of mobile services? The technical options, impact,

integration, mechanics and implications of evolving eBusinessPrimarily aimed at planners, engineers, managers and developers in the IT, multimedia and on-line industries. Recommended reading for students in computer science electrical & electronic engineering, IT and telecommunications.