

1. Record Nr.	UNICAMPANIASUN0120172
Titolo	Grosse Sowjet-Enzyklopädie : Union der Sozialistischen Sowjetrepubliken / herausgegeben unter der redaktion von S. I. Wawilow ... [et al.]
Pubbl/distr/stampa	Berlin : Kultur und Fortschritt
Edizione	[2. Auflage]
Descrizione fisica	volumi ; 24 cm.
Lingua di pubblicazione	Tedesco
Formato	Materiale a stampa
Livello bibliografico	Monografia
2. Record Nr.	UNISA990005949570203316
Autore	CONFINO, Michael
Titolo	Il catechismo del rivoluzionario : Bakunin e l'affare Necaev / Michael Confino
Pubbl/distr/stampa	Milano : Adelphi, 2014
ISBN	978-88-459-2865-9
Descrizione fisica	266 p. ; 20 cm
Collana	Gli Adelphi ; 449
Disciplina	335.83092
Soggetti	Bakunin, Mihail Aleksandrovi Necaev, Sergej Gennadievi
Collocazione	X.3.B. 7175
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Traduzione di Gisele Bartoli

3. Record Nr.	UNINA9910154960003321
Autore	Laudon Kenneth C
Titolo	E-Commerce 2016
Pubbl/distr/stampa	, : Pearson Education UK, , 2016 ©2017
ISBN	1-292-10997-1
Edizione	[12th ed.]
Descrizione fisica	1 online resource (912 pages)
Altri autori (Persone)	TraverCarol
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	Cover -- E-commerce: Business, Technology, Society - Global Edition -- Copyright -- Preface -- Brief Contents -- Contents -- 1: Introduction to E-commerce -- Learning Objectives -- The Uberization of Everything -- E-Commerce: The Revolution is just Beginning -- The First 30 Seconds -- What Is E-Commerce? -- The Difference Between E-Commerce and E-Business -- Why Study E-Commerce? -- Eight Unique Features of E-Commerce Technology -- Ubiquity -- Global Reach -- Universal Standards -- Richness -- Interactivity -- Information Density -- Personalization/Customization -- Social Technology: User-Generated Content and Social Networks -- Types of E-Commerce -- Business-to-Consumer (B2C) E-commerce -- Business-to-Business (B2B) E-commerce -- Consumer-to-Consumer (C2C) E-commerce -- Mobile E-commerce (M-commerce) -- Social E-commerce -- Local E-commerce -- Growth of the Internet, Web, and Mobile Platform -- Insight on Technology: Will Apps Make the Web Irrelevant? -- Origins and Growth of E-Commerce -- E-Commerce: A Brief History -- E-Commerce 1995-2000: Invention -- E-Commerce 2001-2006: Consolidation -- E-Commerce 2007-Present: Reinvention -- Insight on Business: Rocket Internet -- Assessing E-Commerce: Successes, Surprises, and Failures -- Understanding E-Commerce: Organizing Themes -- Technology: Infrastructure -- Business: Basic Concepts -- Society: Taming the Juggernaut -- Academic Disciplines Concerned with E-Commerce -- Technical Approaches -- Behavioral Approaches -- Insight on Society: Facebook and the Age of Privacy --

Case Study: Puma Goes Omni -- Review -- Key Concepts -- Questions -- Projects -- References -- 2: E-commerce Infrastructure -- Learning Objectives -- Wikitude, Layar, and Blippar: Augment My Reality -- The Internet: Technology Background -- The Evolution of the Internet: 1961-The Present -- The Internet: Key Technology Concepts. Packet Switching -- Transmission Control Protocol/Internet Protocol (TCP/IP) -- IP Addresses -- Domain Names, DNS, and URLs -- Client/Server Computing -- The New Client: The Mobile Platform -- The Internet "Cloud Computing" Model: Hardware and Software as a Service -- Other Internet Protocols and Utility Programs -- The Internet Today -- The Internet Backbone -- Internet Exchange Points -- Campus Area Networks -- Internet Service Providers -- Intranets -- Who Governs the Internet? -- The Future Internet Infrastructure -- Limitations of the Current Internet -- Insight on Society: Government Regulation and Surveillance of the Internet -- The Internet2® Project -- The First Mile and the Last Mile -- Fiber Optics and the Bandwidth Explosion in the First Mile -- The Last Mile: Mobile Internet Access -- Telephone-based versus Computer Network-based Wireless Internet Access -- Internet Access Drones -- The Future Internet -- Latency Solutions -- Guaranteed Service Levels and Lower Error Rates -- Declining Costs -- The Internet of Things -- The Web -- Hypertext -- Markup Languages -- HyperText Markup Language (HTML) -- eXtensible Markup Language (XML) -- Insight on Technology: The Rise of HTML5 -- Web Servers and Clients -- Web Browsers -- The Internet and the Web: Features and Services -- E-Mail -- Instant Messaging -- Search Engines -- Online Forums -- Streaming Media -- Cookies -- Web 2.0 Features and Services -- Online Social Networks -- Blogs -- Really Simple Syndication (RSS) -- Podcasting -- Wikis -- Music and Video Services -- Internet Telephony -- Video Conferencing, Video Chatting, and Telepresence -- Intelligent Personal Assistants -- Mobile Apps: The Next Big Thing is Here -- Platforms for Mobile Application Development -- App Marketplaces -- Insight on Business: Apps for Everything: The App Ecosystem.

Case Study: Akamai Technologies: Attempting to Keep Supply Ahead of Demand -- Review -- Key Concepts -- Questions -- Projects -- References -- 3: Building an E-commerce Presence -- Learning Objectives -- The Financial Times : A Remodel for 21st Century Publishing Profitability -- Imagine Your E-Commerce Presence -- What's the idea? (The Visioning Process) -- Where's The Money: Business and Revenue Model -- Who and where is the Target Audience -- What is the Ballpark? Characterize the Marketplace -- Where's the Content Coming From? -- Know Yourself: Conduct a Swot Analysis -- Develop an E-Commerce Presence Map -- Develop a Timeline: Milestones -- How much will this Cost? -- Building an E-Commerce Presence: A Systematic Approach -- Planning: The Systems Development Life Cycle -- Systems Analysis/Planning: Identify Business Objectives, System Functionality, and Information Requirements -- System Design: Hardware and Software Platforms -- Building the System: In-House Versus Outsourcing -- Build your Own versus Outsourcing -- Host your Own versus Outsourcing -- Testing the System -- Implementation and Maintenance -- Factors in Optimizing Web Site Performance -- Choosing Software -- Simple Versus Multi-Tiered Web Site Architecture -- Web Server Software -- Site Management Tools -- Dynamic Page Generation Tools -- Application Servers -- E-Commerce Merchant Server Software Functionality -- Online Catalog -- Shopping Cart -- Credit Card Processing -- Merchant Server Software Packages (E-Commerce Software Platforms) -- Choosing an E-commerce Software Platform -- Choosing Hardware

-- Right-Sizing your Hardware Platform: The Demand Side -- Right-Sizing your Hardware Platform: The Supply Side -- Other E-Commerce Site Tools -- Web Site Design: Basic Business Considerations -- Tools for Search Engine Optimization -- Tools for Interactivity and Active Content.
Common Gateway Interface (CGI) -- Active Server Pages (ASP) and ASP.NET -- Java, Java Server Pages (JSP), and JavaScript -- ActiveX and VBScript -- ColdFusion -- PHP, Ruby on Rails (RoR), and Django -- Other Design Elements -- Personalization Tools -- The Information Policy Set -- Developing a Mobile Web Site and Building Mobile Applications -- Insight on Society: Designing for Accessibility -- Planning and Building a Mobile Presence -- Mobile Presence: Design Considerations -- Cross-Platform Mobile App Development Tools -- Mobile Presence: Performance and Cost Considerations -- Insight on Technology: Building a Mobile Presence -- Case Study: Orbitz Worldwide Charts Its Mobile Trajectory -- Review -- Key Concepts -- Questions -- Projects -- References -- 4: E-commerce Security and Payment Systems -- Learning Objectives -- Europol: Takes on Cybercrime with EC3 -- The E-Commerce Security Environment -- The Scope Of The Problem -- The Underground Economy Marketplace: The Value of Stolen Information -- What Is Good E-Commerce Security? -- Dimensions Of E-Commerce Security -- The Tension Between Security And Other Values -- Ease of Use -- Public Safety and the Criminal Uses of the Internet -- Security Threats In The E-Commerce Environment -- Malicious Code -- Potentially Unwanted Programs (Pups) -- Phishing -- Hacking, Cybervandalism, and Hacktivism -- Insight on Society: The Ashley Madison Data Breach -- Data Breaches -- Credit Card Fraud/Theft -- Identity Fraud -- Spoofing, Pharming, and Spam (Junk) Web Sites -- Sniffing and Man-in-the-Middle Attacks -- Denial of Service (Dos) and Distributed Denial of Service (Ddos) Attacks -- Insider Attacks -- Poorly Designed Software -- Social Network Security Issues -- Mobile Platform Security Issues -- Cloud Security Issues -- Insight on Technology: Think Your Smartphone Is Secure?.
Internet of Things Security Issues -- Technology Solutions -- Protecting Internet Communications -- Encryption -- Symmetric Key Cryptography -- Public Key Cryptography -- Public Key Cryptography Using Digital Signatures and Hash Digests -- Digital Envelopes -- Digital Certificates and Public Key Infrastructure (PKI) -- Limitations of PKI -- Securing Channels Of Communication -- Secure Sockets Layer (SSL) and Transport Layer Security (TLS) -- Virtual Private Networks (VPNs) -- Wireless (Wi-Fi) Networks -- Protecting Networks -- Firewalls -- Proxy Servers -- Intrusion Detection and Prevention Systems -- Protecting Servers and Clients -- Operating System Security Enhancements -- Anti-Virus Software -- Management Policies, Business Procedures, And Public Laws -- A Security Plan: Management Policies -- The Role Of Laws And Public Policy -- Private and Private-Public Cooperation Efforts -- Government Policies and Controls on Encryption Software -- E-Commerce Payment Systems -- Online Credit Card Transactions -- Credit Card E-commerce Enablers -- PCI-DSS Compliance -- Limitations of Online Credit Card Payment Systems -- Alternative Online Payment Systems -- Mobile Payment Systems: Your Smartphone Wallet -- Social/Mobile Peer-To-Peer Payment Systems -- Digital Cash And Virtual Currencies -- Electronic Billing Presentment And Payment -- Insight on Business: Bitcoin -- Market Size And Growth -- EBPP Business Models -- Case Study: The Mobile Payment Marketplace: Goat Rodeo -- Review -- Key Concepts -- Questions -- Projects -- References -- 5: E-commerce Business Strategies -- Learning Objectives -- Ace & Tate: Disrupting the European

Eyewear Industry -- E-Commerce Business Models -- Introduction --
Eight Key Elements Of A Business Model -- Value Proposition --
Revenue Model -- Insight on Society: Foursquare: Check Your Privacy at
the Door.
Market Opportunity.

Sommario/riassunto

For undergraduate and graduate courses in business. Understanding
The Vast And Expanding Field of E-CommerceLaudon's E-Commerce
2016: Business, Technology, Society emphasizes three driving forces
behind the expanding field of e-commerce: technology change,
business development, and social issues. A conceptual framework uses
the templates of many modern-day companies to further demonstrate
the differences and complexities in e-commerce today. An in-depth
investigation of companies such as Uber, Pinterest, and Apple kick-off
the course while preparing students for real-life scenarios. In the
Twelfth Edition, Laudon and Traver add new or update existing case
studies to match developments in the e-commerce field as they exist in
today's tech world. They built in additional video cases for each
chapter, making the material even more accessible to students as they
prepare for their future roles in business.

4. Record Nr.	UNINA9910594573003321
Autore	Silva, Giovanna
Titolo	Napoli : contro il panorama / Giovanna Silva, Lucia Tozzi
Pubbl/distr/stampa	Milano, : Nottetempo, 2022
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Collana	Cronache
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Collocazione	307.76 SIL 1 SEZ.NA B 3869
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