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| Nota di contenuto | Copyright; Contents; About the author; Acknowledgements; Abbreviations; Preface; 1 Introduction; 2 IT and the Structure of the Economy; 3 E-Commerce Strategies; 4 E-Business and the Institutions of Society; 5 Jurisdiction, Regulation, Taxation; 6 Does IT Matter?; 7 Shifting to an Intangible Economy; 8 Enterprise Resource Planning; 9 Marketing and Customer Relationships; 10 Advertising and Web 2.0; 11 Diverse Enterprise Applications; 12 Web Services; 13 The Open Source Movement; 14 Into the Future; References; Index; Back Cover |
| Sommario/riassunto | Technology continues to drive changes in the way we do business with ever increasing numbers of companies relying on electronic tools to carry out their business functions. IT professionals have a greater role to play in the success of these businesses. This book enables a better understanding of the IT/business interface. |