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| 1. Record Nr. | UNISA996464047803316 |
| Autore | WOODFIED, Ian |
| Titolo | English musicians in the age of exploration / Ian Woodfield |
| Pubbl/distr/stampa | Stuyvesant, : Pendragon Press, 1995 |
| Descrizione fisica | Testo elettronico (PDF) (XVII, 310 p. : ill.) |
| Collana | Sociology of music ; 8 |
| Disciplina | 780.8921 |
| Soggetti | Musicisti inglesi - Condizioni socioeconomiche - Sec. 16.-17 |
| Lingua di pubblicazione | Inglese |
| Formato | Risorsa elettronica |
| Livello bibliografico | Monografia |
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| 2. Record Nr. | UNINA9910254908903321 |
| Autore | Turban Efraim |
| Titolo | Introduction to Electronic Commerce and Social Commerce / / by Efraim Turban, Judy Whiteside, David King, Jon Outland |
| Pubbl/distr/stampa | Cham : , : Springer International Publishing : , : Imprint : Springer, , 2017 |
| ISBN | 3-319-50091-0 |
| Edizione | [4th ed. 2017.] |
| Descrizione fisica | 1 online resource (XXV, 435 p. 74 illus., 63 illus. in color.) |
| Collana | Springer Texts in Business and Economics, , 2192-4333 |
| Disciplina | 650 |
| Soggetti | Electronic commerce
Management information systems
e-Business/e-Commerce
Business Information Systems |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
| Livello bibliografico | Monografia |
| Nota di contenuto | Chapter 1. Overview of Electronic Commerce -- Chapter 2. E-Commerce: Mechanisms, Platforms, and Tools -- Chapter 3. Retailing |

in Electronic Commerce: Products and Services -- Chapter 4. Business-to-Business E-Commerce -- Chapter 5. Innovative EC Systems: From E-Government to E-Learning, Knowledge Management, E-Health, and C2C Commerce -- Chapter 6. Mobile Commerce and the Internet of Things -- Chapter 7. Social Commerce: Foundations, Social Marketing, and Advertising -- Chapter 8. Social Enterprise and Other Social Commerce Topics -- Chapter 9. Marketing and Advertising in E-Commerce -- Chapter 10. E-Commerce Security and Fraud Issues and Protections -- Chapter 11. Electronic Commerce Payment Systems and Order Fulfillment -- Chapter 12. Implementation Issues: From Globalization to Justification, Privacy, and Regulation.

Sommario/riassunto

This is a complete update of the best-selling undergraduate textbook on Electronic Commerce (EC). New to this 4th Edition is the addition of material on Social Commerce (two chapters); a new tutorial on the major EC support technologies, including cloud computing, RFID, and EDI; ten new learning outcomes; and video exercises added to most chapters. Wherever appropriate, material on Social Commerce has been added to existing chapters. Supplementary material includes an Instructor's Manual; Test Bank questions for each chapter; Powerpoint Lecture Notes; and a Companion Website that includes EC support technologies as well as online files. The book is organized into 12 chapters grouped into 6 parts. Part 1 is an Introduction to E-Commerce and E-Marketplaces. Part 2 focuses on EC Applications, while Part 3 looks at Emerging EC Platforms, with two new chapters on Social Commerce and Enterprise Social Networks. Part 4 examines EC Support Services, and Part 5 looks at E-Commerce Strategy and Implementation. Part 6 is a collection of online tutorials on Launching Online Businesses and EC Projects, with tutorials focusing on e-CRM; EC Technology; Business Intelligence, including Data-, Text-, and Web Mining; E-Collaboration; and Competition in Cyberspace.
