

# **ELECTRONIC COMMERCE**

## **A MANAGERIAL PERSPECTIVE**



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# Electronic Commerce A Managerial Perspective

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## **Electronic Commerce A Managerial Perspective:**

Electronic Commerce Efraim Turban, Jae Lee, David King, 2001 This update contains 3 new chapters of Electronic Commerce A Managerial Perspective These 3 new chapters maintain Turban's hands on real world international and cutting edge focus that makes the first edition the 1 selling E Commerce book in the market The first chapter Building an application with Yahoo Store provides a step by step hands on detailed storefront building guide The second chapter Dynamic pricing offers comprehensive coverage and up to date information on online auctions models benefits limitations software support fraud bartering and the future including the role of Mobile Commerce M Commerce The third chapter Intrabusiness and e Government includes case studies on real companies use of Intranets problems and solutions Electronic Commerce Efraim Turban, David King, Jae Kyu Lee, Ting-Peng Liang, Deborah C. Turban, 2015-01-29 Throughout the book theoretical foundations necessary for understanding Electronic Commerce EC are presented ranging from consumer behavior to the economic theory of competition Furthermore this book presents the most current topics relating to EC as described by a diversified team of experts in a variety of fields including a senior vice president of an e commerce related company The authors provide website resources numerous exercises and extensive references to supplement the theoretical presentations At the end of each chapter a list of online resources with links to the websites is also provided Additionally extensive vivid examples from large corporations small businesses from different industries and services governments and nonprofit agencies from all over the world make concepts come alive in Electronic Commerce These examples which were collected by both academicians and practitioners show the reader the capabilities of EC its cost and justification and the innovative ways corporations are using EC in their operations In this edition previous editions published by Pearson Prentice Hall the authors bring forth the latest trends in e commerce including social businesses social networking social collaboration innovations and mobility **Electronic Commerce 2006** Efraim Turban, 2006 Describes the essentials of electronic commerce how it is being conducted and managed as well as assessing its major opportunities limitations issues and risks With its managerial orientation and interdisciplinary approach this book is for beginners as well as graduate students in e commerce

**Electronic Commerce ...**, 2000 Electronic Commerce 2004 : A Managerial Perspective, 4 /e Turban, 2010-09

*Electronic Commerce: a Managerial Perspective* E. Lee Turban (J King, D. and Chung, H.), **Electronic Commerce 2018** Efraim Turban, Jon Outland, David King, Jae Kyu Lee, Ting-Peng Liang, Deborah C. Turban, 2017-10-12 This new Edition of Electronic Commerce is a complete update of the leading graduate level advanced undergraduate level textbook on the subject Electronic commerce EC describes the manner in which transactions take place over electronic networks mostly the Internet It is the process of electronically buying and selling goods services and information Certain EC applications such as buying and selling stocks and airline tickets online are reaching maturity some even exceeding non Internet trades However EC is not just about buying and selling it also is about electronically communicating collaborating and discovering

information It is about e learning e government social networks and much more EC is having an impact on a significant portion of the world affecting businesses professions trade and of course people The most important developments in EC since 2014 are the continuous phenomenal growth of social networks especially Facebook LinkedIn and Instagram and the trend toward conducting EC with mobile devices Other major developments are the expansion of EC globally especially in China where you can find the world s largest EC company Much attention is lately being given to smart commerce and the use of AI based analytics and big data to enhance the field Finally some emerging EC business models are changing industries e g the shared economy models of Uber and Airbnb The 2018 9th edition brings forth the latest trends in e commerce including smart commerce social commerce social collaboration shared economy innovations and mobility

*Electronic Commerce* Efraim Turban,2000 A core text for a one semester course in Electronic Commerce and a supplement for courses on the Internet or Information Technology Reflecting and integrating the authors extensive experiences as academicians consultants and practitioners this is the first college textbook entirely dedicated to Electronic Commerce EC A comprehensive overview and sourcebook of EC from an unbiased point of view it describes what EC is explains how it is being conducted and managed and explores its major opportunities limitations and issues Offers students a presentation emphasizing applications and implementation in addition to technology essentials Interdisciplinary approach Includes Accounting Finance Information Systems Marketing Management and Human Resources Management Real World orientation Includes examples from large corporations small businesses government and not for profit agencies Current topics e g extranets organizational knowledge bases Web based supply chain systems and economics Integrated systems Highlights interorganizational systems including the latest innovations in global EC Global perspective Uses international examples thru

**Electronic Commerce 2002** Efraim Turban,David King,Jae Lee,H. Michael Chung,Merrill Warkentin,2002 Electronic commerce is defined as the process of buying and selling goods services and information through networks This book focuses on applications the technological infrastructure and other support mechanisms for the best industrial practice

**Electronic Commerce** ,2000 **Electronic Commerce** ,2006 *Electronic Commerce* David King,Efraim Turban,2013-11-18 For undergraduate and graduate electronic commerce courses Explore the many aspects of electronic commerce through a managerial perspective Electronic Commerce provides a thorough explanation of what EC is how it s being conducted and managed and how to assess its opportunities limitations issues and risks all from a managerial perspective By presenting EC through a managerial approach this text makes the subject matter practical relevant and beneficial to majors and non majors alike The full text downloaded to your computer With eBooks you can search for key concepts words and phrases make highlights and notes as you study share your notes with friends eBooks are downloaded to your computer and accessible either offline through the Bookshelf available as a free download available online and also via the iPad and Android apps Upon purchase you ll gain instant access to this eBook Time limit The eBooks products do not

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**Electronic Commerce 2008**, 2008 *Exam Copy for Electronic Commerce 2010*, 2010-01-01 *Electronic Commerce 2008* Efraim Turban, David King, Jae Lee, Peter Marshall, Judy McKay, 2007 For undergraduate and graduate courses in Electronic Commerce *Electronic Commerce 2008* the 1 best seller in the business school market offers a comprehensive managerial approach to electronic commerce This new edition emphasizes the impact that social computing is having on the business world and global economy *Business to Business Electronic Commerce* Merrill Warkentin, 2003-01-01 The rapid commercialization of the Internet and success of online direct marketing led to the burgeoning field of business to business e commerce a growing industry analyzed with the most recent research developments and successful implementation strategies in this business volume E commerce environments supply chain management issues and value chain networks are explored with respect to process research and electronic tendering More complex discussions of classification schemes manufacturing connectedness and structuration theory provide the academic dimension of the practical business challenges presented **Electronic Commerce 2014** Efraim Turban, David King, 2013-10-15 Explore the many aspects of electronic commerce through a managerial perspective *Electronic Commerce* provides a thorough explanation of what EC is how it s being conducted and managed and how to assess its opportunities limitations issues and risks all from a managerial perspective To keep pace with today s ever changing technology the eighth edition has been streamlined removing material that s no longer relevant while still providing information on the hottest topics in the field **Electronic Commerce 2010** Efraim Turban, Jae K. Lee, David King, Ting Peng Liang, Deborrah Turban, 2010 Provides a thorough explanation of what EC is how it s being conducted and managed and how to assess its major opportunities limitations issues and risks all in the social computing business environment **Electronic Commerce 2004**, 2004 **Electronic Commerce** Efraim Turban, David King, Jae Kyu Lee, Ting-Peng Liang, Deborrah C. Turban, 2015-02-04 Throughout the book theoretical foundations necessary for understanding Electronic Commerce EC are presented ranging from consumer behavior to the economic theory of competition Furthermore this book presents the most current topics relating to EC as described by a diversified team of experts in a variety of fields including a senior vice president of an e commerce related company The authors provide website resources numerous exercises and extensive references to supplement the theoretical presentations At the end of each chapter a list of online resources with links to the websites is also provided Additionally extensive vivid examples from large corporations small businesses from different industries and services governments and nonprofit agencies from all over the world make concepts come alive in *Electronic Commerce* These examples which were collected by both academicians and practitioners show the reader the capabilities of EC its cost and justification and the innovative ways corporations are using EC in their operations In this edition previous editions published by Pearson Prentice Hall the authors bring forth the latest trends in e commerce including social businesses social networking social collaboration innovations and mobility

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