

<<电子商务>>

图书基本信息

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## 前言

Welcome to the world of online , real-time , just-in-time e-commerce and e-business via the Internet-the superhighway of today ' s commerce here and abroad.whether it is e-commerce , e-business , supply chain , or networking global business , the goal of this maturing industry is to improve the quality of life and the quality of time.

There is virtually nothing today that is not affected by the electronics that bring people , technologies, and processes together in the interest of time saving, efficiency, productivity, and human comfort. Even the nonprofit sector from churches to schools , has adopted the Worldwide web to establish a presence. The Internet is the foundation for a new industrial order. It is a noose for mediocrity. The e-corporation is combining computers, the web, and enterprise software to change everything about how it operates. The Net is about choice , freedom , and control. The Net is about pull ( not push ) advertising and marketing goods and services. Consumers can now shop and get the truth. Retailers come to customers not like the old days and ways. Everything is an auction. It is the end of geography. Products and information about goods and services come to my place , during my convenient time. The famous scientist Albert Einstein once said. " I prefer imagination over knowledge. " If e-commerce were there during his time, he probably would have said , " I prefer creativity through imagination , knowledge through experience , and profitability through competitive advantage. " E-commerce offers all these. It is an American inven-

tion and will go down in history as the mark of leadership through creativity, adding value to customers worldwide. whether you are a student or a venture capitalist, you should benefit from the fundamentals and technologies that make e-commerce a reality. This is what this edition is all about.

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### 内容概要

本书按生命周期整合了电子商务的概念、方法、过程和技术等各个方面，是一本综合性的介绍电子商务理论和实践的好书。

全书分为5个部分，分别讨论了电子商务的起源和发展、技术基础和体系结构、商业策略、安全系统和支付体系，以及管理与客户关系问题。

本书内容丰富，案例分析详实，涉及了一些诸如博客、间谍软件、广告软件等最近流行的对电子商务发展产生很大影响的新话题。

本书可作为高等院校计算机、电子商务、管理、MBA等专业电子商务课程的教材。

## 作者简介

Elias M-Awad世界知名的电子商务专家，尤其擅长银行信息化技术方面的研究。现任弗吉尼亚大学McIntire商学院弗吉尼亚银行家协会讲席教授，有着40多年的教学和科研经验。他还兼任IT咨询公司国际技术集团(ITG)的CEO，咨询业务遍布23个国家和地区。除本书外，他还著有知识管理、专家系统方面的畅销教材，并已翻译成德文、西班牙文、葡萄牙文、阿拉伯文等多种文字。

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## 章节摘录

插图：FAKES AND FORGERIES. The availability of the Internet has spawned the online sale of fake passports, Social Security cards, driver's licenses, college diplomas, birth certificates, and even IDs for police officers and FBI agents. Some of them are so authentic looking that it takes a real expert to detect the forgery. This new and growing Internet problem accounts for more than 30 percent of all fake ID documents in the United States. There are three levels of fake-ID procurement: Some web sites sell authentic-looking documents in the customer's name. Others sell templates that allow customers to make their own phony documents. The third level is the do-it-yourself counterfeiter. Thomas W. Seitz, who used phony documents to get car loans, currently is serving a three-year state prison term for the R by deception and forgery. CYBER TERRORISM. The September 11, 2001, terrorist attacks struck fear in the heart of America and made us rethink our safety, security, and well-being. The attacks of Al-Qaeda inspired a newfound sense of vulnerability, demonstrating that terrorists of all types may be knocking on our door and threatening us.

编辑推荐

《电子商务:从愿景到实现(英文注释版·第3版)》是一部电子商务领域的名著,案例丰富,内容新颖,已被翻译为世界多种文字。

作者丰富的学术研究和业界实际工作经验在书中有着完美的体现。

书中全面阐述了电子商务的概念、技术和策略,很好地兼顾了技术和管理层面。

《电子商务:从愿景到实现(英文注释版·第3版)》是计算机、电子商务、管理、金融、市场营销等相关专业本科生电子商务课程的理想教材,对于需要了解电子商务知识的咨询师、系统设计师、规划师、项目经理等也是很好的参考书。

《电子商务:从愿景到实现(英文注释版·第3版)》特色内容丰富,案例翔实,讨论了博客、聊天软件、搜索引擎、网络营销、移动电子商务、企业门户、供应链管理、客户关系管理、Web服务、安全和支付体系等新主题。

大量的背景信息和图表、每章配套的讨论题和Web练习题,帮助读者学习和理解。

论述深入浅出、明白易懂。

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