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E-COMMERCE: APPLICATIONS FOR CYBERSPACE TECHNOLOGY

Delta Publishing Company

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WHAT THIS COURSE WILL DO FOR YOU

E-COMMERCE: APPLICATIONS FOR CYBERSPACE TECHNOLOGY is a valuable reference for business people, computer professionals, and consumers. Technology plays a vital role in business. Electronic commerce improves the efficiency and allow businesses to provide value and convenience to customers. The World Wide Web allows retailers to reach both their customers and suppliers and provides another medium for retailers to expand internationally at a relatively low cost.

This course covers all aspects of electronic commerce. It helps managers implement electronic commerce in their organization. It addresses the concerns of business managers such as security concerns. The course is designed as a practical, "how to" guide. We provide extensive examples to illustrate practical applications. The tools and techniques in this course can be adopted outright or modified to suit individual needs. Checklists, exhibits, illustrations, and step-by-step instructions enhance the course's practical use. Answers to commonly asked questions are given.

All types of businesses, not-for-profit entities and governmental bodies are using the World Wide Web. The Internet is an integral part of most transactions. Selling merchandise over the Internet reaches not only domestic consumers but also international consumers.

The future of retailing on the Internet greatly benefits consumers. Search engines enable consumers to find merchandise and services on the Internet with the lowest quoted price. Another technology assisting consumers in making purchases over the Internet is 3-D imaging. Instead of just reading a description and looking at a photograph, a consumer will be able to visually inspect the product at virtually any angle.

The combination of growth in the commercial utilization of the Internet, the rapid changes in technology, and the complexity of management has expanded the scope of the duties of business managers. To remain competitive, businesses must maintain a presence on the Internet. Business managers must keep up-to-date with changes in technology. This course provides business managers with an up-to-date compendium of current technologies and applications. New and emerging trends are considered.

Electronic commerce requires managers to be knowledgeable about both technology and its management. Special consideration has been given to balancing these two needs. We cover both traditional and emerging issues in technology and management of that technology.

This course is in an easy to understand and organized format. It is comprehensive and informative. It is a valuable reference that should be referred to on a daily basis.

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GLOSSARY

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