

Digital Business And Ecommerce Management 6th Edition

Strategies for e-Business

Moving Businesses Online and Embracing E-Commerce: Impact and Opportunities Caused by COVID-19

Applying E-Commerce in Business

DIGITAL BUSINESS AND E-COMMERCE MANAGEMENT

Emerging Challenges, Solutions, and Best Practices for Digital Enterprise Transformation

Leading Digital Strategy

E-Commerce and the Digital Economy

BrandSimple: How the Best Brands Keep it Simple and Succeed

Digital Business and Electronic Commerce

Advances in Digital Marketing and eCommerce

e-Business & e-Commerce for Managers

Advances in Digital Marketing and eCommerce

The Future of Digital Business Innovation

Encyclopedia of E-Business Development and Management in the Global Economy

Introduction to E-commerce

Encyclopedia of E-Commerce Development, Implementation, and Management

Digital Business and E-commerce Management

E-Commerce

Introduction to E-business

Research Anthology on E-Commerce Adoption, Models, and Applications for Modern Business

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Digital Business And Ecommerce Management 6th Edition

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BALLARD DURHAM

Strategies for e-Business Krishna Publication House

This textbook focuses on the members of the digital value chain of eBusiness and eCommerce and dedicates a separate chapter to each member part: eProducts & eServices, eProcurement, eMarketing, eContracting, eDistribution, ePayment, as well as eCustomer Relationship Management. In addition to business models and business webs, digital procurement and marketing processes are likewise addressed such as electronic negotiation processes, security questions with digital signatures, as well as electronic supplier relationship management and customer relationship management. The topics are described based on explicit procedures and descriptive examples of application. The gradual set-up of an electronic Webshop for DVD's serves as a continuous case study. The book is directed towards students of economics at universities and technical colleges; it is also suitable for executives, project leaders, and company experts who deal with the digital value chain.

Moving Businesses Online and Embracing E-Commerce: Impact and Opportunities Caused by COVID-19 IGI Global

This book highlights the latest research articles presented at the second Digital Marketing & eCommerce Conference in June 2021. Papers include a diverse set of digital marketing and eCommerce-related topics such as user psychology and behavior in social commerce, influencer marketing in

social commerce, social media monetization strategies, social commerce characteristics and their impact on user behavior, branding on social media, social media-based business models, user privacy and security protection on social media, social video marketing and commerce, among other topics.

Applying E-Commerce in Business Palgrave Macmillan

This textbook introduces readers to digital business from a management standpoint. It provides an overview of the foundations of digital business with basics, activities and success factors, and an analytical view on user behavior. Dedicated chapters on mobile and social media present fundamental aspects, discuss applications and address key success factors. The Internet of Things (IoT) is subsequently introduced in the context of big data, cloud computing and connecting technologies, with a focus on industry 4.0, smart business services, smart homes and digital consumer applications, as well as artificial intelligence. The book then turns to digital business models in the B2C (business-to-consumer) and B2B (business-to-business) sectors. Building on the business model concepts, the book addresses digital business strategy, discussing the strategic digital business environment and digital business value activity systems (dVASs), as well as strategy development in the context of digital business. Special chapters explore the implications of strategy for digital marketing and digital procurement. Lastly, the book discusses the fundamentals of digital business technologies and security, and provides an outline of digital business implementation. A comprehensive case study on Google/Alphabet, explaining Google's organizational history, its integrated business model and its market environment, rounds out the book.

DIGITAL BUSINESS AND E-COMMERCE MANAGEMENT Springer Science & Business Media

E-Commerce and E-Government has become known as the wave of the future for business all over the world. Whether large, small, or just starting, E-Commerce and E-Government have been the easier and more sufficient way to handle business. This book brings together revised and expanded versions of eighteen papers selected from the 2003 International Conference on Management of e-Commerce and e-Government. This book presents leading edge research in this new and exciting field. The ICMcCG 2003 has initially received a total of 176 submissions from Australia, China, Norway, UK, and USA. Unfortunately, risk of SARS prevented many authors from actually participating in the conference. The Program Committee of ICMcCG selected papers through a careful reviewing process. Although some papers remain devoted to conceptual and general discussion about e-Commerce management, many papers have adopted quantitative or formal analysis methods in their research. Results presented in these papers provide an important contribution, especially as compared with earlier research based on qualitative methods alone. This book presents cutting edge research in this new and exciting field.

Emerging Challenges, Solutions, and Best Practices for Digital Enterprise Transformation Springer Nature

Written in an engaging and informative style, Digital Business and E-Commerce Management will give you the knowledge and skills to be able to handle the speed of change faced by organisations in the digital world. In this seventh edition of the book, Chaffey, Hemphill and Edmundson-Bird bring together the most recent academic and practitioner thinking, covering all aspects of digital business including strategy, digital comms and transformation.

Leading Digital Strategy IGI Global

This text offers a comprehensive introduction to the theory and practice of e-business and e-commerce management. The author, Dave Chaffey, brings his trademarks of authority, clarity of expression and teaching expertise to bear on a subject in which he actively lectures and consults. Popular for its cutting-edge and contemporary coverage, this text offers an international approach and a good balance between the technical and managerial topics of central importance to developing an understanding of this subject. Developed for students studying e-business or e-commerce at undergraduate or postgraduate level, and also used by many business managers, this is the essential text to keep pace with technology, strategy and implementation.

E-Commerce and the Digital Economy Nova Publishers

This book highlights the latest research presented at the first Digital Marketing & eCommerce Conference (Barcelona, Spain, June 2020). Papers include a diverse set of digital marketing and eCommerce-related topics such as user psychology and behavior in social commerce, influencer marketing in social commerce, social media monetization strategies, social commerce characteristics and their impact on user behavior, social branding, business model, user privacy, and more.

BrandSimple: How the Best Brands Keep it Simple and Succeed Juta and Company Ltd

This textbook focuses on the members of the digital value chain of eBusiness and eCommerce and dedicates a separate chapter to each member part: eProducts & eServices, eProcurement, eMarketing, eContracting, eDistribution, ePayment, as well as eCustomer Relationship Management. In addition to business models and business webs, digital procurement and marketing processes are likewise addressed such as electronic negotiation processes, security questions with digital signatures, as well as electronic supplier relationship management and customer relationship management. The topics are described based on explicit procedures and descriptive examples of application. The gradual set-up of an electronic Webshop for DVD's serves as a continuous case study. The book is directed towards students of economics at universities and technical colleges; it is also suitable for executives, project leaders, and company experts who deal with the digital value chain.

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Advances in Digital Marketing and eCommerce Pearson Education India

The continued advancement of globalization, increases in internet connectivity, compatibility of international payment systems, and adaptability of logistics and shipping processes have combined to contribute to the rapid growth of the cross-border e-commerce market. Due to these advancements and the ubiquitous presence of smartphones, consumer use of cross-border e-commerce is increasingly simplified, and thus, sellers are hardly restricted to a specific country in terms of promoting, selling, and shipping goods worldwide. The burgeoning opportunities, habits, and trends of shopping on cross-border e-commerce platforms have expedited the prospect of becoming a presence in the global market. This is true for enterprises of all sizes, especially for small? and medium?sized enterprises (SMEs) that want to add their footprint in the international market for the first time. Like any other industry, cross-border e-commerce has its specific economics and driving forces, but has different scopes, challenges, and trends due to the geographic and cultural expanse of relevant environments. Cross-Border E-Commerce Marketing and Management was conceptualized by identifying the scope of new complementary information with a comprehensive understanding of the issues and potential of cross-border e-commerce businesses. The authors believe that this book will not only fill the void in the current research but will also provide far-sighted vision and strategies, as it covers big data, artificial intelligence, IoT, supply chain management, and more. This book provides the necessary knowledge to managers to compete with the competitive market structure and ultimately contribute to the sustainable economic growth of a country. It works as a guideline for existing cross-border e-commerce managers to formulate individual strategies that combine to optimize the industry while keeping the enterprise competitive. This book is useful in both developed and developing country contexts. This publication is an ideal resource for academicians, policy makers, stakeholders, and cross-border e-commerce managers, especially from SMEs.

e-Business & e-Commerce for Managers Financial Times/Prentice Hall

The growth of the Internet continues to influence our lives and businesses. Irrespective of their type and size, all firms and organizations are rethinking their strategies and operations. An increasing number of businesses are using e-commerce to gain competitive advantage. However, doing e-commerce is complex and requires understanding a vast array of topics. This book provides coverage of essential topics in E-commerce i.e. technology infrastructure, building blocks of e-commerce, online marketing, online payment systems, online business models, online business environment issues, website usability, e-commerce strategy, mobile commerce, and e-CRM/e-SCM. Compared with available texts on e-commerce, the perspective of this book is global e-commerce. The book is written in simple language, provides up-to-date coverage of material and associated research, and filled with examples to support material presented. This book is useful for undergrad and graduate students, professionals, and anyone looking to gain a solid foundation to continue their learning of dynamic e-commerce environment.

Advances in Digital Marketing and eCommerce Financial Times/Prentice Hall

This book provides an understanding of e-commerce by deconstructing it into its main constituents and explaining how they fit together. The objective is to introduce some consistency to the often contradictory views about e-commerce, bringing together different academic and management theories and frameworks into a coherent whole. It is written with a European perspective with examples that are drawn from around the globe, consistent with the nature of e-commerce. Visit the companion website An companion web site with links to exercises, further reading sections and teaching materials is available at www.tassabehji.co.uk This textbook gives an overview of e-commerce, relevant issues and frameworks. It looks at the foundations on which e-commerce is built - the technology. Managers and students of management must have an understanding of the infrastructure and inextricable linkages between processes and technology in a 21st century business. It is no longer acceptable or good business practice for technology to be the sole responsibility of IT departments. The book then goes on to examine businesses that have been built on these technology foundations. It explains the concept of the business model, the 'dot com' phenomenon and frameworks that have emerged as a result. It also outlines the legal and ethical implications for an e-business. It outlines the academic debate about the impact of e-commerce on economics and management thinking. It concludes with a glance to the future, exploring the potential new wave of technology. This textbook will be essential for undergraduate and post graduate students. It is a user-friendly text with case studies, and learning objectives to guide the student and lecturers. A companion website will accompany the text including cases, student activities, PowerPoint slides, notes and articles in support of the book. It will also give lecturers direct access to the author. It will provide students with the skills to be able to converse knowledgeably with IT managers and be able to ask the right questions in order to make a decision about IT.

The Future of Digital Business Innovation Addison-Wesley Professional

Highlighting the key issues that affect businesses which have adopted the Internet as a means of trading or improving internal processes, this book explores the management of e-businesses and the formulation, implementation and evaluation of e-business strategies. Case studies include Amazon, e-Bay, Tesco.com, Yahoo and boo.com.

Encyclopedia of E-Business Development and Management in the Global Economy Pearson Education

" This bestselling textbook offers a comprehensive introduction to the theory and practice of e-business and e-commerce management. It offers an international approach and a good balance between the technical and managerial topics of central importance to developing an understanding of this subject."--Publisher.

Introduction to E-commerce Springer Nature

For a business to thrive competitively in today's marketplace, it needs to have an effective e-commerce channel. Getting it right opens up new markets and opportunities; getting it wrong leads to declining revenues and profitability. To ensure effectiveness, business leaders and decision-makers must understand how e-commerce channels work to make the best strategic choices for their business. Drawing on experience in consulting to large complex organisations and ground-breaking primary research with senior executives from leading corporations, Leading Digital Strategy creates a convincing case for action and offers practical strategies, methodologies and models to improve the effectiveness of a company's online offering. It explores how to align organisational structure with wider goals and implement a customer-centric culture. With coverage of the key digital trends, tools and technologies affecting business today, it provides a practical framework for multi-channel success. This book challenges leaders to become as fluent and creative in digital as they are in finance, sales and marketing, and equips them to choose the right strategy and the right people to make it happen. With strategies for improved operational performance and enhanced engagement from senior management, Leading Digital Strategy gives readers the power to drive forward effective digital initiatives and realise rewarding opportunities for change.

Encyclopedia of E-Commerce Development, Implementation, and Management Springer Science & Business Media

"This research book is a repository for academicians, researchers, and industry practitioners to share and exchange their research ideas, theories, and practical experiences, discuss challenges and opportunities, and present tools and techniques in all aspects of e-business development and management in the digital economy"--Provided by publisher.

Digital Business and E-commerce Management Pearson Education India

The spread of the Internet into all areas of business activities has put a particular focus on business models. The digitalization of business processes is the driver of changes in company strategies and management practices alike. This textbook provides a structured and conceptual approach, allowing students and other readers to understand the commonalities and specifics of the respective business models. The book begins with an overview of the business model concept in general by presenting the development of business models, analyzing definitions of business models and discussing the significance of the success of business model management. In turn, Chapter 2 offers insights into and explanations of the business model concept and provides the underlying approaches and ideas behind business models. Building on these foundations, Chapter 3 outlines the fundamental aspects of the digital economy. In the following chapters the book examines various core models in the business to consumer (B2C) context. The chapters follow a 4-C approach that divides the digital B2C businesses into models focusing on content, commerce, context and connection. Each chapter describes one of the four models and provides information on the respective business model types, the value chain, core assets and competencies as well as a case study. Based on the example of Google, Chapter 8 merges these approaches and describes the development of a

hybrid digital business model. Chapter 9 is dedicated to business-to-business (B2B) digital business models. It shows how companies focus on business solutions such as online provision of sourcing, sales, supportive collaboration and broker services. Chapter 10 shares insight into the innovation aspect of digital business models, presenting structures and processes of digital business model innovation. The book is rounded out by a comprehensive case study on Google/Alphabet that combines all aspects of digital business models. Conceived as a textbook for students in advanced undergraduate courses, the book will also be useful for professionals and practitioners involved in business model innovation, and applied researchers.

E-Commerce IGI Global

In an era of mixed media messages, in which brands are extended to the breaking point and marketing theories compete for attention, it is difficult to create effective brands. Drawing on the authors' experience of working with the world's top brands, this book shows how to communicate with customers and make your brand resonate.

Introduction to E-business Pearson UK

The COVID-19 pandemic caused global shock to the entire economic system. As a result of the government restrictions, both production and

distribution channels were interrupted. In this situation, however, it was possible to observe that some companies were able to adapt to these new conditions. The demand for the possibility of translating physical business into virtual increased. The COVID-19 restrictions showed that many entrepreneurs do not have enough knowledge about the available online tools and possibilities. Given that the digital transformation of business today often consists only of incorporating existing tools into existing processes, transition to e-commerce could be made easily and quickly. *Moving Businesses Online and Embracing E-Commerce: Impact and Opportunities Caused by COVID-19* analyzes the impact of COVID-19-related restrictions on business models of enterprises affected most by these restrictions and examines transformational changes induced by the accelerated adoption of internet technologies and transition to e-commerce-based business models. Covering topics such as customer relationship management (CRM), small and medium enterprises (SMEs), and customer loyalty, this book serves as an essential resource for business owners, CEOs, managers, IT consultants, web developers, students, professors, entrepreneurs, researchers, industry professionals, and academicians.

[Research Anthology on E-Commerce Adoption, Models, and Applications for Modern Business](#) Pearson Higher Ed

This practical question and answer guide provides all the information business people need to know about e-commerce. It explains what it's all about, which technology is used, how to create and market a successful Web site, and how to incorporate e-commerce into an overall business strategy.

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