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Electronic Commerce is a complete introduction to the world of electronic commerce, including balanced coverage of technical and business topics. Case studies and plentiful business examples complement conceptual coverage to provide a real-world context. Implementation strategies are analyzed, using examples of both successful and unsuccessful implementations.

Introduction to E-commerce discusses the foundations and key aspects of E-commerce while focusing on the latest developments in the E-commerce industry. Practical case studies offer a

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useful reference for dealing with various issues in E-commerce such as latest applications, management techniques, or psychological methods. Dr. Zheng Qin is currently Director of the E-Commerce Institute of Xi'an Jiaotong University.

This book describes the fundamentals of Supply Chain Management in clear and concise terms. It explains why in the near future real competition is going to be between supply chains and what the consequences will be. Managers and decision-makers will be able to build on their business's competitive advantage with the essentials provided in this work. The focus here is upon what you really need to know in order to optimally manage your processes in procurement, manufacturing, warehousing and logistics. In addition to a wealth of illustrations and examples, valuable suggestions for further expansive reading are included. Essential insights are provided into how to analyse and evaluate the supply chain, based upon key aspects from research and practice, which helps readers to initiate their own optimisation processes.

For undergraduate and graduate courses in business. Understanding The Vast And Expanding Field of E-Commerce Laudon's E-Commerce 2016: Business, Technology, Society emphasizes three driving forces behind the expanding field of e-commerce: technology change, business development, and social issues. A conceptual framework uses the templates of many modern-day companies to further demonstrate the differences and complexities in e-commerce today. An in-depth investigation of companies such as Uber, Pinterest, and Apple kick-off the course while preparing students for real-life scenarios. In the Twelfth Edition,

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Laudon and Traver add new or update existing case studies to match developments in the e-commerce field as they exist in today's tech world. They built in additional video cases for each chapter, making the material even more accessible to students as they prepare for their future roles in business.

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After the lesson learned during last years and following the successful edition of EC-Web 2009, for its 11th edition EC-Web tried to provide a clearer description of the electronic commerce universe focusing on some relevant topics. The main focus was not only on Internet-related techniques and approaches. The aim of EC-Web 2010 was to also cover aspects related to theoretical foundations of e-commerce, business processes as well as new approaches exploiting recently emerged technologies and scenarios such as the Semantic Web, Web services, SOA architectures, mobile and ubiquitous computing, just to cite a few. Due to their central role in any realistic e-commerce infrastructure, security and privacy issues were widely considered, without excluding legal and regulatory aspects. The choice of the above relevant topics directly reflects the fact that electronic commerce (EC), in the last few years, has changed and evolved into a well-established and founded reality both from a technological point of view and from a scientific one. Nevertheless, together with its evolution, new challenges and topics have emerged as well as new questions have been raised related to many aspects of EC. Keeping in mind the experience of the last edition of EC-Web, we maintained, for its 11th edition, the structure and the scientific organization of EC-Web 2009, aiming to highlight the autonomous role of the different (sometimes heterogeneous) aspects of EC, without missing their interdisciplinary scope.

An exploration of the current state of global trade law in the era of Big Data and AI. This title is also available as Open Access on Cambridge Core.

The German financial services market is in deep crisis. Deregulation and the new means of

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communication have fostered competition and made the market a transparent level playing field. Moreover, customers increasingly demand individualized solutions to their financial problems. Many financial services providers reacted by merging to realize scale effects and adapted "me-too-strategies" that will not provide for a competitive advantage. In this book, the life-cycle-solution approach is presented. This anti-cyclical strategy puts the customer and his life-cycle in the center of interest, in order to service him according to his latent needs - wherever it is economically sound to do so. However, this book does not stop at the strategic level, but presents two concepts that help to better utilize customer relationships. Using IT as an enabler, the quality of financial advice can be improved and at the same time cost can be lowered due to streamlined consultation processes.

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