



E-Commerce Book, The: Building the E-Empire (Communications, Networking and Multimedia)

By Steffano Korper, Juanita Ellis

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The E-Commerce Book: Architecting the Solution will lead you through e-commerce basics, explaining how both large and small companies are riding the wave to huge success. This book provides the opportunity to participate in what many have called the next "Industrial Revolution." This book is direct result of over 10 years of industry experience and "The E-Commerce Program," developed for professionals in the area of e-commerce. Primarily, the book focuses on business concepts and how to apply this technology in order to be successful. The book covers globalizing your company, marketing and advertising, market trends, vendor solutions and must-know technologies such as credit card verification systems, security, auction technologies, storefronts, and overall technology architecture. The final chapter focuses how to get and deploy e-commerce solutions from process re-engineering to actual deployment and testing.

- The first complete book on deploying an e-commerce solution for small, medium and large businesses
- Walks you through the business aspects of E-commerce and translates these into the overall architecture and design solutions.
- This book will help any corporation, small business, or entrepreneur to move their organization into the 21st century.

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E-Commerce Book, The: Building the E-Empire (Communications, Networking and Multimedia) By Steffano Korper, Juanita Ellis Bibliography

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Editorial Review

Amazon.com Review

What started as a curious exclusive property of the IT-initiated and the technologically hip is now a bona fide mainstream revolution embraced by prime ministers, pornographers, and poets. And in there, deep in the engine room, is business, buying in and getting bullish. Where would the modern manager be without an "e-commerce solution"? Problem is, the expertise that built the bricks-and-mortar business doesn't translate into success on the Internet gold rush. Half-term report for traditional businesses? "What your company lacks in e-skill, it makes up for in enthusiasm." Must try harder, boys and girls.

The E-Commerce Book is a paper-and-ink-solution, but don't let that put you off. It promises to transform buy-in and bullishness into results. Korper and Ellis set their out stall early on, their goal "to give each reader the right tools to jump head-first into the pool of e-commerce and to find it comfortable and deep with opportunity." What you get is a thorough, no-nonsense guide to launching and maintaining a business on the Internet, covering all points from sales and marketing to technology and architecture, stopping at globalization and off-the-shelf e-commerce solutions along the way.

Refreshingly for the hyped and happening world of e-commerce, the authors make no dramatic claims--it isn't going to be easy, but with ambition, creativity, and access to the right information (i.e., this book), it's possible to do e-business with the best of them. And if you're late, don't worry. "The Internet's extraordinary youth means its earnings potential has no apparent ceiling," they say. "Plenty of room still exists for pioneers to enjoy similar e-commerce success." The text is aimed squarely at businesses, and the language and aspirations resound to an accessible commercial rhythm--variations on the phrase "the beauty of electronic commerce is that when you do one thing right, you get paid over and over" are still in the count.

Age often takes second place to youth in adapting to technology and ideas--think of those organizations using preteen business advisors. With the help of *The E-Commerce Book*, your company could soon be surfing with the little boys. --*Iain Campbell*

Review

"I wanted to let you know how pleased I am as a new student of your E-Commerce program. During the first hour of the first class, you presented an idea that could save my company ten times the cost of the course tuition."

--Thomas(Tom) A. Kirwan, Director-Logistics, Fujitsu Network Services, a division of Fujitsu, Network Communications.

"Because of the business knowledge I've acquired from the E-Commerce class, I was able to contribute in closing a deal with one of the leading banks. I was asked during the presentation what our company was doing to stay on the leading edge of technology. Because I understood what the "leading edge" actually was, I was able to describe the concepts of where our company and the entire industry of E-Commerce was headed."

--Suzy Nix, Director of Application Development, AMRESKO, Inc.

"..I may never need to set up an entire website, but now I understand the business decisions that pertain to the planning, implementation, and support of e-commerce technical architectures used to support e-commerce business solutions."

--Suzanne Dixon, Manager, KPMG, LLP

From the Back Cover

Great claims indeed. In actual fact, this book probably could."

- IS OPPORTUNITIES

"Business-to-business and business-to-consumer models are clearly defined... Offers readers the latest examples of best practice across a range of industry sectors and looks at features, such as auction technology and security, which are crucial to e-commerce success."

- IT TRAINING

"If you want to be successful read this. A fantastic book for anyone that wants to know more about e-commerce. This book is written in a way that anyone, technical or not, can feel totally informed upon finishing it and more importantly, will refer back to many many times. I highly recommend it! There are many e-commerce books out there but this one is a must have!"

- CHERYL MURPHY, SALES MANAGER, ORACLE PUBLISHING

Praise for the Authors' E-Commerce Program:

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- Thomas(Tom) A. Kirwan, Director-Logistics, Fujitsu Network Services, a division of Fujitsu Network Communications

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- Suzanne Dixon, Manager, KPMG, LLP

KEY FEATURES:

- Contains over 60% new material
- Complete and extensive glossary will be added
- Complete revision and update of the security chapter (reflecting the recent Yahoo experience)
- Strengthened coverage of E-Business to Business
- Increased and redesigned case studies
- Increased European and international coverage

- Revised, expanded, and enhanced illustrations
- New, attractive text design with features such as margin notes
- Increased size of tables containing website contacts
- Redesigned cover

Users Review

From reader reviews:

Harriet Blum:

Why don't make it to be your habit? Right now, try to ready your time to do the important behave, like looking for your favorite guide and reading a e-book. Beside you can solve your condition; you can add your knowledge by the guide entitled E-Commerce Book, The: Building the E-Empire (Communications, Networking and Multimedia). Try to face the book E-Commerce Book, The: Building the E-Empire (Communications, Networking and Multimedia) as your close friend. It means that it can for being your friend when you truly feel alone and beside that course make you smarter than in the past. Yeah, it is very fortunated for you personally. The book makes you much more confidence because you can know anything by the book. So , let me make new experience along with knowledge with this book.

Shane Ward:

Book is to be different for each and every grade. Book for children till adult are different content. We all know that that book is very important for all of us. The book E-Commerce Book, The: Building the E-Empire (Communications, Networking and Multimedia) has been making you to know about other understanding and of course you can take more information. It is extremely advantages for you. The e-book E-Commerce Book, The: Building the E-Empire (Communications, Networking and Multimedia) is not only giving you much more new information but also to get your friend when you feel bored. You can spend your spend time to read your reserve. Try to make relationship using the book E-Commerce Book, The: Building the E-Empire (Communications, Networking and Multimedia). You never truly feel lose out for everything in the event you read some books.

Betty Williams:

Are you kind of occupied person, only have 10 or maybe 15 minute in your day to upgrading your mind ability or thinking skill actually analytical thinking? Then you are having problem with the book in comparison with can satisfy your short period of time to read it because pretty much everything time you only find guide that need more time to be study. E-Commerce Book, The: Building the E-Empire (Communications, Networking and Multimedia) can be your answer given it can be read by you actually who have those short extra time problems.

Mindy Hicks:

What is your hobby? Have you heard this question when you got pupils? We believe that that concern was given by teacher for their students. Many kinds of hobby, Everybody has different hobby. And you also

know that little person including reading or as reading through become their hobby. You must know that reading is very important as well as book as to be the issue. Book is important thing to provide you knowledge, except your personal teacher or lecturer. You will find good news or update about something by book. Many kinds of books that can you choose to adopt be your object. One of them is niagra E-Commerce Book, The: Building the E-Empire (Communications, Networking and Multimedia).

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