



E-COMMERCE : AN INDIAN PERSPECTIVE

P. T. S. J. Joseph

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Electronic Commerce is an exciting field of business sector, with new issues emerging continually in this global and real time business activity. The comprehensive coverage of this fourth edition equips the students with the latest information in e-commerce—concepts, models, strategies, and techniques that can be used to build useful e-commerce applications.

The range of topics covered is broad, making this book a solid introductory text for the rapidly expanding number of courses in e-commerce for business students at the undergraduate or postgraduate level, and also for students pursuing courses in computer applications, information technology and information science. The book features several comprehensive and diverse case studies and data on Indian corporations, as well as multinational companies showing success and failure of their Web-based electronic business models. New material on developments in technology and general business strategy has been added in all the chapters. This fundamental treatment of the subject of e-commerce coupled with a clear and practical analysis of market models, continues to make this text an invaluable single source guide for students—arming them with skills to deal successfully with the managerial issues they will face as future business professionals.

KEY FEATURES :

- Provides coverage of all elements of e-commerce including customer relationship, supply chain management, e-payment, e-security, mobile commerce, and Web designing.
- Addresses key legal issues related to cyberstalking, privacy, copyright, and so forth.
- Gives the end-of-chapter Internet search exercises to help students develop analytical skills.
- Defines key technical terms in the glossary.



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