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Introduction to E-Commerce

INTRODUCTION TO E-COMMERCE
2nd Edition
By Jeffrey F. Rayport and Bernard J. Jaworski of Monitor / Market-space Center and Breakaway Solutions Inc.
2004 / 512 pages
(with PowerWeb)
[IE with PowerWeb]
Website: http://www.mhhe.com/rayport04

Introduction to E-Commerce, 2/e, by Rayport and Jaworski, can be used as the principles book for e-commerce. Much like there is a “Principles of Marketing” that is intended to be the first course in marketing, the text covers the entire landscape of e-commerce. The key message is that faculty who want to teach an introductory class on e-commerce and focus on the strategy parts of e-commerce first and technology second, should adopt this book. Faculty who teach marketing, management, strategy, and entrepreneurship as the core discipline prefer this book over technology-oriented e-commerce books. Introduction to e-Commerce gives present and future practitioners of e-commerce a solid foundation in all aspects of conducting business in the networked economy. The text focuses on what a manager needs to know about Internet infrastructure, strategy formulation and implementation, technology concepts, public policy issues, and capital infrastructure in order to make effective business decisions. This is presented in a framework for the study and practice of e-commerce with business strategy at the core surrounded by four infrastructures; the technology infrastructure that underlies the Internet, the media infrastructure that provides the content for businesses, public policy regulations that provide both opportunities and constraints, and the capital infrastructure that provides the money and capital to run the businesses. Within this framework, the authors provide a deep exploration of core concepts of online strategy and associated enablers enriched by a wide variety of examples, case studies, and explanations culled directly from practice.

CONTENTS

E-COMMERCE
Strategy, Technologies And Applications
By David Whiteley
2000 / 300 pages
Tata McGraw-Hill Title

ELECTRONIC COMMERCE
2nd Edition
By Bharat Bhasker, Indian Institute of Management
2005 / 552 pages
Tata McGraw-Hill Title

Following an integrated approach, this book provides a thorough understanding of what electronic commerce is all about – advantages, caveats and business models, including its complete framework and enabling technologies. With the growing importance of mobile commerce (M-commerce), this edition discusses in detail the technological and managerial issues pertaining to M-commerce. Five comprehensive case studies on - Online payment for railway tickets: SBI’s eRail service - Electronic Data Interchange: Indian Customs & Excise adopts EDI - E-Commerce Strategy, Business Models and Internet Start-ups: A Business Case on Fabmart Pvt. Ltd - E-Commerce in the Distribution System: The Case of HLL RS Net - Deployment of Information Security Infrastructure: The Experience of IIM Lucknow This book is indispensable for the students of both management and technical courses on electronic commerce. It will also prove to be a valuable source of reference to students of computer science, managers and information officers.

CONTENTS
International Edition

E-COMMERCE
Context, Concepts and Consequences
By N Bandyopadhyay, University of East London
2002 / 400 pages
McGraw-Hill UK Title
Website: www.mcgraw-hill.co.uk/textbooks/bandyo

CONTENTS

International Edition

E-BUSINESS AND E-COMMERCE INFRASTRUCTURE
Technologies Supporting E-Business Initiative
By Abhijit Chaudhury and Jean-Pierre Kuilboer
2002 / 448 pages

CONTENTS

International Edition

INTERNET BUSINESS MODELS AND STRATEGIES
Text and Cases, 2nd Edition
By Allan Atuah, University of Michigan-Ann Arbor and Christopher Tucci, New York University
2003 / 496 pages
Website: http://www.mhhe.com/afuahtucci2e

CONTENTS

INTERNET BUSINESS MODELS
Text and Cases
By Thomas Eisenmann, Havard Business School
2002 / 656 pages
(with Case CD) - Out of Print

CONTENTS
Internet Marketing

INTERNET MARKETING
Building Advantage in a Networked Economy, 2nd Edition
2004 / 768 pages
(with PowerWeb for E-Commerce)
Website: http://www.mhhe.com/mohammed04

Internet Marketing: Building Advantage in a Networked Economy, 2e presents a “road-tested” framework to help students and practitioners understand how to think about and implement effective Internet marketing programs. The focus is on using marketing levers to vary the level of intensity that the consumer has with a Website to build a relationship with the customer through four stages: from Awareness, to Exploration/Expansion, to Commitment, and possibly through Dissolution. This four stage customer-centric framework shows readers how to use the Internet to create intense and profitable relationships with their customers. In addition to comprehensively discussing the key levers that marketers can use to create relationships, the authors focus on two primary forces that the Internet brings to marketing: the Individual and Interactivity—detailing how these forces influence key marketing levers and how these forces can be leveraged to create intense relationships with customers.

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Chapter 1: Introduction to Internet Marketing
Part I: Framing the Market Opportunity
Chapter 2: Framing the Market Opportunity
Part II: Marketing Strategy
Chapter 3: Marketing Strategy in Internet Marketing
Part III: The Design of the Customer Experience
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Part IV: Building the Customer Interface
Chapter 5: Customer Interface
Part V: The Design of the Marketing Program
Chapter 6: Customer Relationships
Chapter 7: Product
Chapter 8: Pricing
Chapter 9: Communication
Chapter 10: Distribution
Chapter 11: Branding
Chapter 12: Designing the Marketspace Matrix
Chapter 13: Creating the Marketspace Framework
Part VI: Leveraging Customer Information Through Technology
Chapter 14: Designing the Marketing Program for Lord of the Rings
Chapter 15: Leveraging Customer Information Through Technology
Part VII: Marketing Program Evaluation
Chapter 16: Customer Metrics

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Website: www.mcgraw-hill.com.sg

Internet Edition
INTERNET MARKETING
Readings and Online Resources
By Paul S. Richardson, Loyola University—Chicago
2001 / 368 pages
Website: http://www.mhhe.com/richardson01

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INTERNATIONAL EDITION
E-MARKETING STRATEGY
By Chaston
2000
McGraw-Hill UK Title
Website: http://www.mcgraw-hill.co.uk/textbooks/chaston

CONTENTS

Cyberlaw and Ethics
INTERNATIONAL EDITION
LEGAL LANDMINES IN E-COMMERCE
By David R. Canton, Harrison Pensa LLP and John E. Millar, The Attaче Group, Inc.
2003 / 144 pages

CONTENTS
International Edition

CYBERLAW AND E-COMMERCE
By David Baumer and J Poindexter of North Carolina State University
2002 / 432 pages
(Out of Print)
CONTENTS

International Edition

BUILDING AN E-BUSINESS
From the Ground Up
By Elizabeth Ennen Reding
2001 / 192 pages
Website: http://www.mhhe.com/ebusiness
CONTENTS

International Edition

ELECTRONIC COMMERCE
Security, Risk Management, and Control, 2nd Edition
By Marilyn Greenstein, Arizona State University-West and Miklos Vasarhelyi, Rutgers University, Newark
2002
(with PowerWeb) - Out of Print
[IE with PowerWeb]
Website: http://www.mhhe.com/business/accounting/greenstein2e
CONTENTS
**Knowledge Management**

**INFORMATION AND KNOWLEDGE SOCIETY**
By Al-Hawamdeh Suliman, Nanyang Technological University and L Hart Thomas, Florida State University

2001 / 296 pages
An Asian Publication

CONTENTS

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**E-Commerce**

**International Edition**

**E-COMMERCE**
By Jeffrey Rayport and Bernard Jaworski of Monitor / Marketspace Center
2001 / 456 pages
Website: http://www.mhhe.com/marketspace

CONTENTS

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**Knowledge Management**

**KNOWLEDGE MANAGEMENT**
By Ganesh Natarajan, President of APTECH, a leading and training & consultant organization and Sandhya Shekhar, Principal Consultant of APTECH, Mumbai.

2000 / 375 pages

CONTENTS
Supply Chain Management

PURCHASING AND SUPPLY MANAGEMENT
By W. C. Benton
2007 (June 2006) / 800 pages
Website: http://www.mhhe.com/benton07

Purchasing and Supply Management, 1/e, by W. C. Benton, offers insights into the theory, practice, and implementation of supply management issues. A step-by-step approach helps students and professionals gain analytical purchasing skills. Many actual case studies and exercises help students transform purchasing theory into purchasing practice and implementation. Some of the topics include purchasing business processes, price cost analysis, professional services, transportation purchasing, global purchasing, and healthcare purchasing.

FEATURES
- Introduces innovative and recent concepts in purchasing and supply chain management, such as supply chain power and e-purchasing systems concepts.
- Includes coverage of pricing, price discrimination, and an appendix on the Robinson-Perman act.
- Covers special topics of interest to majors: equipment and leasing, healthcare purchasing, service procurement, and legal issues in purchasing and supply management.
- Contains over 25 case studies, all original to this text.

CONTENTS
NEW TO THIS EDITION

- Improved and Integrated Coverage of Technology—To reflect a more realistic approach to incorporating technology in today’s companies, Chapter 8 (on “Supply Chain Design”) has again been updated, incorporating new material on coordinating product and supply chain, on modular processes and products; Chapter 9 (“Customer Value”) expands and updates an Amazon.com example and adds material on “Customer Relations Management”; Chapter 10 (“Information Technology”) has new material on “the Internet” “events management” “collaboration” and “exchanges”, “modeling” and “demand planning” (Chapter 11 “Decision Support Systems”).
- New or updated cases: Several new cases have been added and remaining ones updated. When possible, a single case has been replaced with multiple cases within a chapter, in response to reviewer suggestions.
- More comprehensive and complete ancillary package: Improved solutions, powerpoint, and teaching notes on the instructor CD offer added flexibility and resources for the instructor.

FEATURES

- Strong coverage of e-commerce as it relates to procurement and distribution. Reflecting the current trends in e-commerce, one entire chapter is devoted to “Procurement Strategies” (Chapter 12) another, to “Distribution Strategy” (Chapter 3) and the impact of e-commerce.
- Expanded discussion of forecasting: Responding to the recommendations of reviewers, the material on “Forecasting” (Chapter 4, “The Value of Information”) has been enhanced.
- Broad Introduction to many critical issues pertinent to Supply Chain Management: The topics discussed range from a basic discussion of inventory management, logistics network design, distribution systems, and customer value, to more advanced discussions of strategic alliances, the value of information in the supply chain, information technology and decisions support systems, and international issues in supply chain management.
- State-of-the-art models: Managing and Designing the Supply Chain introduces state-of-the-art models, concepts, and solution methods important in the design, control operation, and management of supply chain systems.
- Innovative Software included on CD-ROM: The Computerized Beer Game and the Risk Pool Game are included on a CD-ROM, available free-of-charge and packaged with each copy of the text.
- Case Studies: Each chapter contains at least one case study.
- Authorship: The authors have taught a variety of students and the book is written to appeal to many types of readers. This book is appropriate for undergraduate and graduate business students as well as for engineers and engineering students. It will also have tremendous appeal to customers in the professional market that are seeking a reference book on supply chain management.
- New “Supply Contracts” Tool on CD-ROM: Besides the computerized versions of “The Beer Game” and the “Risk Pool Game,” there will be a newly developed electronic tool dealing with supply contracts. Now students have even more support to help them conceptualize strategic supply chain management.

PURCHASING AND SUPPLY MANAGEMENT

13th Edition
By Michiel Leenders, University of Western Ontario, Harold E. Fearon, Center for Advanced Purchasing Studies, Emeritus, Anna Flynn and P. Fraser Johnson, University of Western Ontario

Website: http://www.mhhe.com/leenders13e

The Leenders’ text provides a comprehensive introduction to the purchasing and supply chain management field, supported by 50 case studies. Cases cover purchasing and supply chain issues in a variety of settings, from process industries to high tech manufacturing and services as well as public institutions. Supply Management concepts, both strategic and tactical, have been expanded throughout the text, particularly in new chapters on Supply Law and Ethics, Public Supply, and Supplier Relations. While all basic tenets of the purchasing function and cost issues remain, the coverage of the field is state of the art highlighting the supply chain approach.
International Edition

WORLD CLASS SUPPLY MANAGEMENT

The Key to Supply Chain Management with Student CD (Cases), 7th Edition
By David N. Burt, University of San Diego and Donald W. Dobler, Colorado State University, Emeritus
2003
(with CD-ROM)
[IE with CD-ROM]
Website: http://www.mhhe.com/burt7e

CONTENTS

E-Commerce

Professional E-Commerce

International Edition

E-COMMERCE
2nd Edition
By KK Bajaj and Debjani Nag
2005 / 616 pages
Tata McGraw-Hill Title
A Professional Reference Title

A comprehensive coverage of technology and processes behind e-commerce and e-governance. At the time of the publication of the first edition of this book, the Internet was seen as a formidable force. It portended to disrupt and transform almost all facets of life; the way we lived and worked, the way commerce was conducted and the way governments would provide services to citizens. E-commerce was largely seen as the vehicle to propel and accelerate these changes. Most of these changes have occurred, despite the bursting of the Internet bubble after a period of big hype in the year 2000. E-Commerce has weathered many challenges and continues to grow. Now businesses and economies accept that e-commerce is here to stay. New business models are being tried and tested, along with novel methods for exploiting the Internet to make businesses survive and thrive in the highly competitive e-marketplace. The revised edition of this highly successful book captures the essence of the momentous changes that were witnessed in the last six years. Content, which is no longer relevant, has been deleted, while some of the chapters have been rewritten in entirety. New chapters have been added to address the major developments in e-governance. E-Commerce: The Cutting Edge of Business presents the technology and processes behind e-commerce and e-governance. It also underscores the importance of security of transactions in the electronic environment. With such an extensive coverage, the book will be useful to people in trade and commerce and to businesses which are trying to expand using Internet and intranet commerce. Students and teachers of e-commerce will find that the technology and processes that make e-commerce click have been addressed in detail. The book will also be of enormous value to government officials, financial institutions, public sector and the private industry keen to learn about ‘The Cutting Edge of Business’.

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1. Information Technology and Business
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9. The Internet and Extranets
10. Identification and Tracking Tools
11. Business Process Reengineering
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13. Legal Issues
14. Cyber Security
15. Cyber Crimes
16. Information Technology Act, 2000
17. Public Key Infrastructure
18. Electronic Payment Systems and Internet Banking
19. E-Commerce—Case Studies
20. E-Governance—Case Studies
Part VIII: Appendices

EBAY THE SMART WAY
4th Edition
By Joseph T. Sinclair
2005
McGraw-Hill UK Title
A Professional Reference Title

Why would anyone buy a book for dummies when they can eBay the Smart Way? The only thing easier than buying and selling on eBay is getting lumped in with more than 125 million other eBayers. The savviest eBay users turn to eBay the Smart Way, the definitive guide to smarter eBay tactics for both buyers and sellers. Now in its fourth blockbuster edition, this priceless tool has changed with the times to cover the latest trends! With sales of over 125,000 copies, the eBay the Smart Way series has helped countless eBayers—from occasional buyers to full-time professional sellers—find the best deals and maximize profits on everything from collectibles to cars to real estate. eBay the Smart Way is the go-to resource for first-time sellers and veterans alike, with step-by-step instructions for listing products, creating attention-grabbing photos and descriptions, offering top-notch customer service, and maintaining high credibility. eBay buyers will also benefit from powerful strategies for finding the best products, bidding smarter, negotiating great deals, and more. For the most indepth and accessible information on how to make the most out of online auctions, “nothing explains it better than eBay the Smart Way.” — The Internet Marketing Bookshelf
E-commerce refers to commercial transactions of goods. Cost of Goods Sold (COGS) measures the direct cost incurred in the production of any goods or services. It includes material cost, direct labor cost, and direct factory overheads, and is directly proportional to revenue. As revenue increases, more resources are required to produce the goods or service.

COGS is often or services conducted over the internet. Over the past several years, e-commerce has rapidly evolved to become a combination of online and offline retail that is vertically integrated.

Two thousand years ago, Roman roads brought trade and commerce to Europe in an unprecedented manner. A thousand years ago, the spice routes linked the cultures of East and West.

E-Commerce has two major aspects: economical and technological. The stress of this course will show you how to get started in the complex and exciting world of Electronic Commerce. New standards and new facilities are constantly emerging and their proper understanding is essential for the success of an operation and especially for those who are assigned a duty to select, establish, and maintain the necessary infrastructure.


Electronic commerce or what often called e-commerce, has become one of the most essential and inevitable characteristics of this internet era [11]. Manzoor [12] defines e-commerce as the use of electronic and technology to conduct commerce which includes sales, purchase, transfer, exchange, and information in scope within business, business-to-business, and business-to-customer interactions.