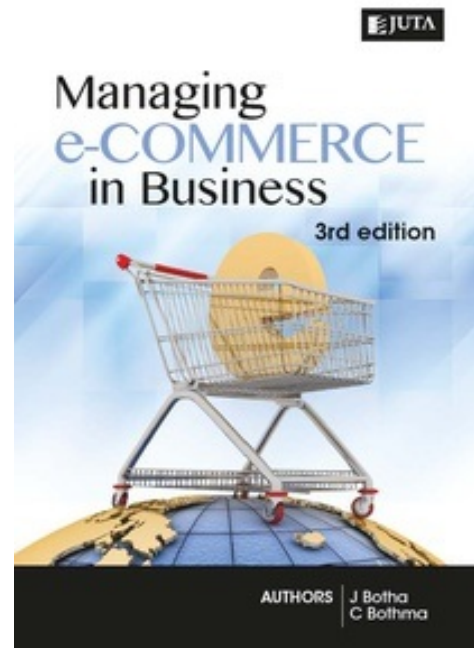


Managing e-Commerce in Business

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About this Publication:

Information and Communication Technology (ICT) is indispensable in the spheres of business, government, education and entertainment. It makes Internet marketing, e-government, e-learning and online chat services possible, as well as e-commerce. Today, no business training is complete without covering at least the basics of e-commerce. But although e-commerce opens up new opportunities, it also presents threats and risks. The success of e-commerce hinges on security and trust. Every business manager should therefore have a fundamental awareness of the meaning of e-commerce and ICT security and risk management. The success of e-commerce also hinges on building relationships. Managing e-commerce in business (third edition) explores the ways in which entrepreneurs and managers can make use of e-commerce related aspects to improve their contact with their customers and enhance their business and marketing strategies.

The book also focuses on

- Website components and applications necessary to support different business functions.
- The integration of business and ICT for business purposes
- Combining an accessible; technical approach with a practical emphasis on business.

Contents Include:

Chapter 1: Introduction to e-commerce
Chapter 2: Creating web pages
Chapter 3: The online customer
Chapter 4: Establishing an e-commerce store
Chapter 5: Marketing the e-commerce store
Chapter 6: E-tailing
Chapter 7: Managing e-CRM
Chapter 8: Business-to-business e-commerce
Chapter 9: E-commerce planning, strategy and management
Chapter 10: Measuring e-commerce store success

Of Interest and Benefit to:

This multipurpose book will be invaluable to people involved in any form of business or government institution that relies on ICT.

- Students of business
- Business analysts
- Web page designers and webmasters
- Entrepreneurs and CEOs
- Risk managers
- Marketers
- Advertising specialists
- Logistics managers
- Strategic planning specialists
- Trainers in the business and ICT fields