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This comprehensive, market-leading text emphasizes the three major driving forces behind e-commerce: technology change, business development, and social issues, to provide a coherent conceptual framework for understanding the field.

The Revolution is Just Beginning; E-commerce Business Models and Concepts; The Internet and World Wide Web; E-commerce Infrastructure; Building an E-commerce Website; Online Security and Payment Systems; E-commerce Marketing Concepts; E-commerce Marketing Communications; Ethical, Social, and Political Issues in E-commerce; Online Retailing and Services; Online Content and Media; Social Networks, Auctions, and Portals; B2B E-commerce: Supply Chain Management and Collaborative Commerce

MARKET: For anyone looking for an up-to-date book that covers the three major driving forces behind e-commerce, technology change, business development, and social issues, to provide a coherent conceptual framework for understanding the field.