

<<什么是电子商务？>>

图书基本信息

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内容概要

What Is E-Business? provides a thorough and reflective introduction to business strategies for the Internet world. Based on fifteen years' experience teaching e-Business modules, Feng Li takes the reader through the vast range of topics and issues surrounding e-Business such as: New technologies and new business environment as the context for e-Business. New strategies and business models developed in response to the internet and related technologies. Organizational innovations necessary in order to implement and manage e-Business strategies. The book will also explore the transformation of various industries, including banking, the music industry, e-tailing, the telecoms industry, and e-public services; and emerging issues such as privacy, security, identity and presence in the cyber world, Internet marketing, legal, regulatory, social and political issues. Students and teachers alike will welcome this coherent, well-tested text, with its student-friendly case examples, questions and summaries. What Is E-Business?

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作者简介

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书籍目录

Preface Acknowledgements 1. Introduction 2. What Is E-Business and Does It Still Matter? Part I: The New E-Business Environment: 3. The 'ICT Revolution' and the Information Economy 4. The Network Economy: New Rules of the Game 5. How the Internet Redefines Organizational Boundaries: A Transaction Cost Analysis Part II: Emerging Strategies and Business Models in the Network Economy: 6. New Strategies for the Network Economy: Web Strategy, Business Unbundling and Virtual Organizations 7. Managing Disruptive Strategic Innovations in the New Economy 8. Strategic Reorientations in the Network Economy: From Products and Services to Solutions and Experiences 9. Emerging E-Business Models in the Network Economy Part III: Organizational Innovations through Information and Communications Technologies (ICTs): 10. Structural Innovations and Emerging Forms of Organizations 11. Process Innovations: Beyond Business Process Reengineering 12. New Work Organization and New Ways of Working: From Teleworking to Virtual Teams 13. Inter-Organizational Innovations through Inter-Organizational Information Systems 14. Conclusions and Emerging Issues Appendix I. Developing a Launch-Ready E-Business Plan: Putting Theory into Practice (Assignment 1) Appendix II. Developing an Online E-Business Resource Portal: Who is Who in E-Business (Assignment 2) Appendix III. Developing an E-Business Resource Portal and Online Forum: E-Business Wikipedia (Assignment 3) Bibliography Index

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