

<<电子商务概论>>

图书基本信息

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前言

E-commerce is a subject which researches how to use electronic and information technology to promote the traditional business process to change profoundly. The subject is still at its infant age and is fast developing. Its theoretical system is still being constructed and perfected. Under such circumstance, this book tries to choose the contents that are fixed, and closely related with E-commerce as the subject system of E-commerce. The architecture of E-commerce is as follows ( Fig.0.1 )

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### 内容概要

《电子商务概论（英文版）》是根据目前专业特点编写的文理兼顾的电子商务专业教材。全书分为基础、技术、管理、实践、应用五大部分。

基础部分介绍了电子商务的基础理论，技术部分重点介绍了技术支撑平台、支付策略与技术、安全技术；管理部分介绍了电子商务与法律、税收、网络企业管理；实践部分阐述了电子商务体系结构与系统设计、门户网站设计与实现、计算机系统集成与电子商务；应用部分侧重于介绍电子商务与国际贸易、网络应用心理学、电子商务案例分析。

《电子商务概论（英文版）》凝聚了作者团队多年的相关研究项目的研究成果与实践经验。

《电子商务概论（英文版）》适于理工科与管理学科的相关专业（电子商务、电子信息、计算机科学与技术、软件工程、信息系统与信息管理等）选用，也可供公务员、企业管理、信息技术人员参考使用。

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## 章节摘录

Prerequisite courses of E - commerce include some basic courses such as Advanced Mathematics , Discrete Mathematics , etc;and some specialized courses such as Computer Networks , Programming , Operating System , Database Management System , Management Engineering , etc. With all these courses , one can study the subjects such as Guide to Electronic Commerce. Introduction to Electronic Commerce. Electronic Commerce Strategies, etc. The students with different study purposes and requirements can choose different Courses respectively : the students majoring in electronic information whose main goal of learning E-commerce is to design and implement E - commerce systems can choose the courses such as Computer System Integration and E-commerce Systematic Structure and System Design of E-commerce and Enterprise Portal Website Design etc to learn ; the administrators aiming at enterprise administration should choose the courses such as E-Commerce and Law, E-commerce and Tax Revenue. Network Business Administration etc. to learn ; while the students that take the E-commerce applications as their target should learn E-commerce and International Trade , Network Application Psychology、 E-commerce Case Study etc. The knowledge they learn from these courses together with related knowledge can help them to achieve their goal of learning E-commerce. There are narrow-sense E-commerce concept and wide sense E-commerce concept which is also called as e-business. E-commerce researches how to use electronic and information technology to promote the traditional business process to change profoundly, while e-business researches how to use electronic and information technology to promote various social activities of human beings to deeply change. E-commerce originated from EDI in the 1960 ' S. and its concept formed in the 1990 ' S. E-business originated even earlier, but its concept formed in about 2000. This book focuses on E-commerce. and the interrelationship of its main contents is illustrated as in Fig 0.2.

编辑推荐

《电子商务概论(英文版)》是新华出版社出版的。

Part of Tsinghua University Texts , Introduction to E-commerce discusses the foundations and key aspects of E-commerce while focusing on the latest developments in the E-commerce industry. Practical case studies offer a useful reference for dealing with various issues in E-commerce such as latest applications, management techniques , or psychological methods. Dr. Zheng Qin is currently Director of the E-Commerce Institute of Xi'an Jiaotong University . He received his PhD from Northwestern Polytechnical University.

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