

<<电子商务教程>>

图书基本信息

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内容概要

本书较为全面地透析了电子商务的商务、技术、社会领域。

作为教材，其重点着墨于电子商务的起源和商务模式演化、企业资源管理、客户关系管理、电子供应链管理、电子采购管理、电子预报及生产计划管理、电子支付系统、网络安全问题以及电子商务市场策略等。

该教材信息丰富，内容新颖，可供英语专业本科电子商务方向的学生使用，也可以作为公共外语的选读内容。

书籍目录

Chapter 1 Overview of Internet and E-commerce Learning objectives Introduction 1 What is the Internet? 2 Internet-based E-commerce 3 Potential benefits of electronic commerce for businesses 4 The Development of E-commerce and new economic paradigms Summary Review questions Case study and project

Chapter 2 E-commerce Business Models and Concepts Learning objectives Introduction 1 E-commerce business model 2 Major business-to-consumer (B2C) business models 3 Major Business-to-Business (B2B) business models 4 Business models in emerging E-commerce areas 5 How the internet and the web change business: basic business concepts Summary Review questions Case study and project

Chapter 3 Enterprise Resource Planning Learning objectives Introduction 1 What is ERP? 2 How can ERP improve a company's business performance? 3 Administrative consideration of the time 4 Administrative considerations of the cost 5 Payback from ERP: when and how much 6 Configuration of ERP software 7 ERP and E-commerce Summary Review questions Case study and project

Chapter 4 Customer Relationship Management Learning objectives Introduction 1 Definition of CRM 2 Importance of CRM 3 Goals of CRM 4 Leading industries in CRM implementations 5 Innovative ideas 6 E-CRM 7 Implementation of CRM 8 Reason for the failure of CRM 9 Customer profitability Summary Review questions Case study and project

Chapter 5 E-commerce and Supply-chain Management Learning objectives Introduction 1 Supply-chain management 2 Why is supply-chain management so important? 3 Controlling variability across the supply-chain 4 How should a supply-chain be designed? 5 Supply-chain architecture 6 The relevance of E-commerce to the supply-chain 7 The Impact of E-commerce on the supply-chain 8 E-commerce and supply-chain integration 9 Traditional E-commerce vs. E-supply-chain 10 The importance of electronic data interchange in E-commerce and supply-chain 11 An approach to E-technology acquisition and justification in supply-chain management 12 E-commerce and global supply-chain management 13 The issue of trust in supply-chain management Summary Review questions Case study and project

Chapter 6 E-commerce and Purchasing Management Learning objectives Introduction 1 What is purchasing management? 2 JIT purchasing 3 JIT supplier selection 4 JIT purchasing and performance 5 Future of purchasing management 6 Why is purchasing management so important in E-commerce? 7 E-commerce purchasing 8 A model for e-purchasing 9 E-commerce purchasing strategies 10 Improving E-commerce purchasing process Summary Review questions Case study and project

Chapter 7 E-commerce and Forecasting and Scheduling Management Learning objectives Introduction 1 What is forecasting and scheduling management? 2 Why is forecasting and scheduling management so important in E-commerce? 3 Integrating forecasting into the E-commerce operations 4 Integrating scheduling into the ERP system 5 Automating to improve scheduling Summary Review questions Case study and project

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Chapter 10 E-commerce Marketing Strategies Learning objectives Introduction 1 Consumers online: the Internet audience and consumer behavior 2 Basic marketing concepts 3 Internet marketing technologies 4 B2C and B2B E-commerce marketing and branding strategies 5 Online market research: knowing your customer Summary Review questions Case study and project

Glossary Sources of Materials and Works Cited

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