E-Commerce 2016

Mr Amir Manzoor

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This book provides coverage of essential topics in E-commerce i.e. technology infrastructure, building blocks of ecommerce, online marketing, online payment systems, online business models, online business environment issues, website usability, e-commerce strategy, mobile commerce, e-CRM/e-SCM/e-SRM, and e-commerce site development. Compared with available texts on e-commerce, the perspective of this book is global e-commerce. The book is written in simple language, provides upto-date coverage of material and associated research, and filled with examples to support material presented. This book is useful for undergrad and graduate students, professionals, and anyone looking to gain a solid foundation to continue their learning of dynamic e-commerce environment.

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