

Electronic Commerce A Managerial Perspective By Efraim (Download Only)

Efraim Turban

Introduction to Electronic Commerce Efraim Turban, David R. King, Judy Lang. 2009 Written by experienced authors who share academic as well as real-world practices, this text features exceptionally comprehensive yet manageable coverage of a broad spectrum of E-commerce essentials from a global point of view. The new edition pays special attention to the most recent developments in online behavior in our business, academic, and personal lives. Introduction to E-Commerce and E-Marketplaces; Internet Consumer Retailing; Business-to-Business E-Commerce; Other EC Models and Applications; EC Support Services; EC Strategy and Implementation; Application Development Perfect for anyone looking for a brief or supplemental text on EC. Ideal for busy executives.

The Sustainable City Steven Cohen, Guo Dong. 2021-06-15 Living sustainably is not just about preserving the wilderness or keeping nature pristine. The transition to a green economy depends on cities. Economic, technological, and cultural forces are moving people out of rural areas and into urban areas. If we are to avert climate catastrophe, we will need our cities to coexist with nature without destroying it. Urbanization holds the key to long-term sustainability, reducing per capita environmental impacts while improving economic prosperity and social inclusion for current and future generations. The Sustainable City provides a broad and engaging overview of the urban systems of the twenty-first century. It approaches urban sustainability from the perspectives of behavioral change, organizational management, and public policy, looking at case studies of existing legislation, programs, and public-private partnerships that strive to align modern urban life and sustainability. The book synthesizes the disparate strands of sustainable city planning in an approachable and applicable guide that highlights how these issues touch our lives on a daily basis, including the transportation we take, the public health systems that protect us, where our energy comes from, and what becomes of our food waste. This second edition of The Sustainable City dives deeper into the financing of sustainable infrastructure and initiatives and puts additional emphasis on the roles that individual citizens and varied stakeholders can play. It also reviews current trends in urban inequality and discusses whether a model of sustainability that embraces a multidimensional approach to development and a multistakeholder approach to decision making can foster social inclusion. It features many more examples and new

international case studies spanning the globe.

Information Technology for Management Efraim Turban,Carol Pollard.2013-01-14 This text is an unbound, binder-ready edition. Information Technology for Management by Turban, Volonino Over the years, this leading IT textbook had distinguished itself with an emphasis on illustrating the use of cutting edge business technologies for achieving managerial goals and objectives. The 9th ed continues this tradition with coverage of emerging trends in Mobile Computing and Commerce, IT virtualization, Social Media, Cloud Computing and the Management and Analysis of Big Data along with advances in more established areas of Information Technology. The book prepares students for professional careers in a rapidly changing and competitive environment by demonstrating the connection between IT concepts and practice more clearly than any other textbook on the market today. Each chapter contains numerous case studies and real world examples illustrating how businesses increase productivity, improve efficiency, enhance communication and collaboration, and gain competitive advantages through the use of Information Technologies.

Information Technology for Management Efraim Turban,Ephraim McLean,James Wetherbe.1995-12-12 This book stresses how information technology (IT) provides solutions to organizational problems and challenges and emphasizes the innovative uses of information technology. By taking a practical managerial-oriented approach, the book demonstrates that information technology can be provided not only by information systems departments, but by end users as well.

Electronic Commerce 2008 Efraim Turban,David King,Jae Lee,Peter Marshall,Judy McKay.2007 For undergraduate and graduate courses in Electronic Commerce. Electronic Commerce 2008, the #1 best seller in the business school market, offers a comprehensive managerial approach to electronic commerce. This new edition emphasizes the impact that social computing is having on the business world and global economy.

Internal Crowdsourcing in Companies Hannah Ulbrich,Marco Wedel,Hans-Liudger Dienel.2020-12-07 This open access book examines the implications of internal crowdsourcing (IC) in companies. Presenting an employee-oriented, cross-sector reference model for good IC practice, it discusses the core theoretical foundations, and offers guidelines for process-management and blueprints for the implementation of IC. Furthermore, it examines solutions for employee training and competence development based on crowdsourcing. As such, the book will appeal to scholars of management science, work studies, organizational and participation research and to readers interested in inclusive approaches for cooperative change management and the IT implications for IC platforms.

Business Intelligence Efraim Turban.2013-07-17 For courses on Business Intelligence or Decision Support Systems. A managerial approach to understanding business intelligence systems. To help future managers use and understand analytics, Business Intelligence provides students with a solid foundation of BI that is reinforced with hands-on practice. The second edition features updated information on data mining, text and web mining, and implementation and emerging technologies.

The Law of Electronic Commerce Alan Davidson.2009-08-25 Written specifically for legal practitioners and students, this book examines the concerns, laws and regulations involved in Electronic Commerce. In just a few years, commerce via the World Wide Web and other online platforms has boomed, and a new field of legal theory and practice has emerged. Legislation has been enacted to keep pace with commercial realities, cyber-criminals and unforeseen social consequences, but the ever-evolving nature of new technologies has challenged the capacity of the courts to respond effectively. This book addresses the legal issues relating to the introduction and adoption of various forms of electronic commerce. From intellectual property, to issues of security and privacy, Alan Davidson looks at the practical changes for lawyers and commercial parties whilst providing a rationale for the underlying legal theory.

Electronic Commerce .2000

Electronic Commerce 2014 Efraim Turban,David King.2013-10-15 Explore the many aspects of electronic commerce through a managerial perspective. Electronic Commerce provides a thorough explanation of what EC is, how it's being conducted and managed, and how to assess its opportunities, limitations, issues, and risks-all from a managerial perspective. To keep pace with today's ever-changing technology, the eighth edition has been streamlined-removing material that's no longer relevant, while still providing information on the hottest topics in the field.

Electronic Commerce 2006 Efraim Turban.2006 Describes the essentials of electronic commerce, how it is being conducted and managed as well as assessing its major opportunities, limitations, issues, and risks. With its managerial orientation and interdisciplinary approach, this book is for beginners as well as graduate students in e-commerce.

Business Intelligence Efraim Turban.2008 For a course in Business Intelligence, or as a supplement for Introduction to MIS, Business Strategy, or MBA Technology Management As Business Intelligence (BI) evolves from an executive support tool to the primary system implemented in almost all medium and large companies, this is the only book that gives students the BI foundation needed to excel as a manager and decision maker in today's new world.

Business Intelligence and Analytics Ramesh Sharda,Efraim Turban,Dursun Delen.2014-02-28 Decision Support and Business Intelligence Systems provides the only comprehensive, up-to-date guide to today's revolutionary management support system technologies, and showcases how they can be used for better decision-making. The 10th edition focuses on Business Intelligence (BI) and analytics for enterprise decision support in a more streamlined book.

Introduction to Information Technology R. Kelly Rainer,Efraim Turban.2002-08-01 Introduction to Information Technology second edition is based on the fundamental premise that the major role of information technology (IT) is to support employees, regardless of their functional area (e.g. sales, marketing, accounting, HR) or level in the organization. The unique theme of What's in IT for me/ IT's About Business provides relevance for majors and non-majors. The text takes a hands-on approach with the popular Virtual Company, has strong coverage of e-commerce, an excellent variety and volume of

examples, a strong website with real world applications and cases, and a presentation that makes the material accessible through an attractive design. The text shows IT through a global perspective and emphasizes the importance of making connections among individuals, groups and organizations. The text is ideal for undergraduate business majors with no prerequisite computer courses, and the new edition builds upon the advantages of the previous edition by further tying the text together with the online material.

Introduction to Electronic Commerce Efraim Turban, David R. King, Judy Lang. 2011 Previous ed.: published as Introduction to e-commerce. 2003.

Analytics, Data Science, and Artificial Intelligence Ramesh Sharda, Dursun Delen, Efraim Turban. 2020-03-06 For courses in decision support systems, computerized decision-making tools, and management support systems. Market-leading guide to modern analytics, for better business decisions Analytics, Data Science, & Artificial Intelligence: Systems for Decision Support is the most comprehensive introduction to technologies collectively called analytics (or business analytics) and the fundamental methods, techniques, and software used to design and develop these systems. Students gain inspiration from examples of organisations that have employed analytics to make decisions, while leveraging the resources of a companion website. With six new chapters, the 11th edition marks a major reorganisation reflecting a new focus -- analytics and its enabling technologies, including AI, machine-learning, robotics, chatbots, and IoT.

Electronic Commerce 2006 .2006

Encyclopedia of E-Commerce, E-Government, and Mobile Commerce Khosrow-Pour, D.B.A., Mehdi. 2006-03-31 [Administration (référence électronique)].

Electronic Commerce Efraim Turban, Jae Lee, David King. 2001 This update contains 3 new chapters of Electronic Commerce: A Managerial Perspective. These 3 new chapters maintain Turban's hands-on, real-world, international, and cutting edge focus that makes the first edition the #1 selling E-Commerce book in the market. The first chapter, Building an application with Yahoo! Store provides a step-by-step, hands-on, detailed, storefront building guide. The second chapter, Dynamic pricing offers comprehensive coverage and up-to-date information on online auctions: models, benefits, limitations, software, support, fraud, bartering, and the future including the role of Mobile Commerce (M-Commerce). The third chapter, Intrabusiness and e-Government includes case studies on real companies' use of Intranets, problems, and solutions.

Introduction to Information Systems R. Kelly Rainer, Efraim Turban. 2008-01-09 WHATS IN IT FOR ME? Information technology lives all around us-in how we communicate, how we do business, how we shop, and how we learn. Smart phones, iPods, PDAs, and wireless devices dominate our lives, and yet it's all too easy for students to take information technology for granted. Rainer and Turban's Introduction to Information Systems, 2nd edition helps make Information Technology come alive in the classroom. This text takes students where IT lives-in today's businesses and in our daily lives while helping

students understand how valuable information technology is to their future careers. The new edition provides concise and accessible coverage of core IT topics while connecting these topics to Accounting, Finance, Marketing, Management, Human resources, and Operations, so students can discover how critical IT is to each functional area and every business. Also available with this edition is WileyPLUS - a powerful online tool that provides instructors and students with an integrated suite of teaching and learning resources in one easy-to-use website. The WileyPLUS course for Introduction to Information Systems, 2nd edition includes animated tutorials in Microsoft Office 2007, with iPod content and podcasts of chapter summaries provided by author Kelly Rainer.

Electronic Commerce 2004 Efraim Turban.2004 Electronic Commerce 2004describes the essentials of electronic commercehow it is being conducted and managed as well as assessing its major opportunities, limitations, issues, and risks. It is a clear, simple, well-organized book, and provides all the basic definitions as well as logical support. Using extensive, vivid examples from large corporations, small businesses, government and not-for-profit agencies from all over the world, it makes the concepts presented come alive for readers.Beginning with a comprehensive introduction to E-commerce, the book explores internet marketing, B2B and C-commerce, E-marketplaces and internet consumerism, E-government, mobile commerce, auctions, security, electronic payment systems, and strategy and implementation to launch a successful E-commerce business.Written by experienced authors who are well-versed in real-world practices, this book will prove invaluable for managers and professional people in any functional area of business; as well as those in government, education, health services, and other areas that can benefit from a knowledge of e-commerce.

Electronic Commerce 2012 Efraim Turban.2012

Electronic Commerce 2010 Efraim Turban.2010 For undergraduate and graduate electronic commerce courses. Explore the many aspects of electronic commerce through a managerial perspective. Electronic Commerce provides a thorough explanation of what EC is, how it's being conducted and managed, and how to assess its major opportunities, limitations, issues, and risks all from a managerial perspective that helps make EC relevant to majors and non-majors alike. The new edition reflects the latest topics that have emerged in the EC field, including social computing and Green IT .

Introduction to E-commerce Efraim Turban,David King.2003 For undergraduate-level courses in Electronic Commerce. Written by an academician and a practitioner this text features exceptionally comprehensive yet manageable coverage of a broad spectrum of E-commerce essentials from a global point of view. Extremely user-friendly and practical, it features vignettes, application cases, and real-world cases in each chapter. Perfect for courses where the professor chooses to use supplemental material or in a course where the professor wants a brief book.

Electronic Commerce 2002 Efraim Turban,David King,Jae Lee,H. Michael Chung,Merrill Warkentin.2002 Electronic commerce is defined as the process of buying and selling goods, services and information through networks. This book

focuses on applications, the technological infrastructure and other support mechanisms for the best industrial practice.

Electronic Commerce 2012 .2012

Electronic Commerce 2012 Efraim Turban,David King.2012 Explore the many aspects of electronic commerce through a managerial perspective. Electronic Commerce provides a thorough explanation of what EC is, how it's being conducted and managed, and how to assess its opportunities, limitations, issues, and risks--all from a managerial perspective. To keep pace with today's ever-changing technology, the seventh edition has been streamlined--removing material that's no longer relevant, while still providing information on the hottest topics in the field.

Introduction to Electronic Commerce and Social Commerce Efraim Turban,Judy Whiteside,David King,Jon Outland.2017-04-23 This is a complete update of the best-selling undergraduate textbook on Electronic Commerce (EC). New to this 4th Edition is the addition of material on Social Commerce (two chapters); a new tutorial on the major EC support technologies, including cloud computing, RFID, and EDI; ten new learning outcomes; and video exercises added to most chapters. Wherever appropriate, material on Social Commerce has been added to existing chapters. Supplementary material includes an Instructor's Manual; Test Bank questions for each chapter; Powerpoint Lecture Notes; and a Companion Website that includes EC support technologies as well as online files. The book is organized into 12 chapters grouped into 6 parts. Part 1 is an Introduction to E-Commerce and E-Marketplaces. Part 2 focuses on EC Applications, while Part 3 looks at Emerging EC Platforms, with two new chapters on Social Commerce and Enterprise Social Networks. Part 4 examines EC Support Services, and Part 5 looks at E-Commerce Strategy and Implementation. Part 6 is a collection of online tutorials on Launching Online Businesses and EC Projects, with tutorials focusing on e-CRM; EC Technology; Business Intelligence, including Data-, Text-, and Web Mining; E-Collaboration; and Competition in Cyberspace. the following= tutorials= are= not= related= to= any= specific= chapter.= they= cover= the= essentials= ec= technologies= and= provide= a= guide= relevant= resources.= p

Business Intelligence Ramesh Sharda,Dursun Delen,Efraim Turban.2014 Includes bibliographical references and index

Information Technology for Management Efraim Turban,Linda Volonino.2010 Information technology has changed how businesses operate and succeed in today's global economy. Organizations can now use IT to transform themselves and achieve a tremendous competitive advantage. Information Technology for Management: Transforming Organizations in the Digital Economy, Seventh Edition highlights how this new technology is changing the current business environment and what effect it has on today's students. The text addresses the major principles of MIS in order to prepare managers to understand the role of information technology in the digital economy. Revised and updated for a junior or senior level MIS or MBA course, this title will give students what they need to succeed in the emerging digital economy.

Electronic Commerce 2010 Efraim Turban,Jae K. Lee,David King,Ting Peng Liang,Deborrah Turban.2010 Provides a

thorough explanation of what EC is, how it's being conducted and managed, and how to assess its major opportunities, limitations, issues, and risks-all in the social-computing business environment.

Electronic Commerce Efraim Turban.2000 A core text for a one-semester course in Electronic Commerce, and a supplement for courses on the Internet or Information Technology. Reflecting - and integrating - the authors' extensive experiences as academicians, consultants, and practitioners, this is the first college textbook entirely dedicated to Electronic Commerce (EC). A comprehensive overview and sourcebook of EC from an unbiased point of view, it describes what EC is, explains how it is being conducted and managed, and explores its major opportunities, limitations, and issues. *Offers students a presentation emphasizing applications and implementation in addition to technology essentials. *Interdisciplinary approach - Includes Accounting; Finance; Information Systems; Marketing; Management; and Human Resources Management. *Real-World orientation - Includes examples from large corporations; small businesses, government; and not-for-profit agencies. *Current topics - e.g. extranets; organizational knowledge bases; Web-based supply chain systems; and economics. *Integrated systems - Highlights interorganizational systems including the latest innovations in global EC. *Global perspective - Uses international examples throu

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Outlines and Highlights for Electronic Commerce Cram101 Textbook Reviews.2009-11 Never HIGHLIGHT a Book Again! Virtually all of the testable terms, concepts, persons, places, and events from the textbook are included. Cram101 Just the FACTS101 studyguides give all of the outlines, highlights, notes, and quizzes for your textbook with optional online comprehensive practice tests. Only Cram101 is Textbook Specific. Accompanys: 9780132243315 .

Electronic Commerce 2004 .2004

Business Intelligence Ramesh Sharda,Dursun Delen,Efraim Turban.2017-01-13 For courses on Business Intelligence or Decision Support Systems. A managerial approach to understanding business intelligence systems. To help future managers use and understand analytics, Business Intelligence provides students with a solid foundation of BI that is reinforced with hands-on practice.

Social Commerce Efraim Turban,Judy Strauss,Linda Lai.2015-11-17 This is a multidisciplinary textbook on social commerce by leading authors of e-commerce and e-marketing textbooks, with contributions by several industry experts. It is effectively the first true textbook on this topic and can be used in one of the following ways: Textbook for a standalone elective course at the undergraduate or graduate levels (including MBA and executive MBA programs) Supplementary text in marketing, management or Information Systems disciplines Training courses in industry Support resources for researchers and practitioners in the fields of marketing, management and information management The book examines the latest trends in e-commerce, including social businesses, social networking, social collaboration, innovations and mobility. Individual

chapters cover tools and platforms for social commerce; supporting theories and concepts; marketing communications; customer engagement and metrics; social shopping; social customer service and CRM contents; the social enterprise; innovative applications; strategy and performance management; and implementing social commerce systems. Each chapter also includes a real-world example as an opening case; application cases and examples; exhibits; a chapter summary; review questions and end-of-chapter exercises. The book also includes a glossary and key terms, as well as supplementary materials that include PowerPoint lecture notes, an Instructor's Manual, a test bank and five online tutorials.

Electronic Commerce 2018 Efraim Turban, Jon Outland, David King, Jae Kyu Lee, Ting-Peng Liang, Deborrah C. Turban. 2017-10-12 This new Edition of Electronic Commerce is a complete update of the leading graduate level/advanced undergraduate level textbook on the subject. Electronic commerce (EC) describes the manner in which transactions take place over electronic networks, mostly the Internet. It is the process of electronically buying and selling goods, services, and information. Certain EC applications, such as buying and selling stocks and airline tickets online, are reaching maturity, some even exceeding non-Internet trades. However, EC is not just about buying and selling; it also is about electronically communicating, collaborating, and discovering information. It is about e-learning, e-government, social networks, and much more. EC is having an impact on a significant portion of the world, affecting businesses, professions, trade, and of course, people. The most important developments in EC since 2014 are the continuous phenomenal growth of social networks, especially Facebook, LinkedIn and Instagram, and the trend toward conducting EC with mobile devices. Other major developments are the expansion of EC globally, especially in China where you can find the world's largest EC company. Much attention is lately being given to smart commerce and the use of AI-based analytics and big data to enhance the field. Finally, some emerging EC business models are changing industries (e.g., the shared economy models of Uber and Airbnb). The 2018 (9th) edition, brings forth the latest trends in e-commerce, including smart commerce, social commerce, social collaboration, shared economy, innovations, and mobility.

Adopting Circular Economy Current Practices and Future Perspectives Idiano D'Adamo. 2020-02-21 The development of a closed-loop cycle is a necessary condition so as to develop a circular economy model as an alternative to the linear model, in order to maintain the value of products and materials for as long as possible. For this motive, the definition of the value must be demonstrated for both the environment and the economy. The presence of these analyses should be associated with the social dimension and the human component. A strong cooperation between social and technical profiles is a new challenge for all researchers. End of life of products attract a lot of attention, and the final output could be the production of technologies suitable for managing this waste.

Electronic Commerce Efraim Turban, David King, Jae Kyu Lee, Ting-Peng Liang, Deborrah C. Turban. 2015-01-29 Throughout the book, theoretical foundations necessary for understanding Electronic Commerce (EC) are presented, ranging

from consumer behavior to the economic theory of competition. Furthermore, this book presents the most current topics relating to EC as described by a diversified team of experts in a variety of fields, including a senior vice president of an e-commerce-related company. The authors provide website resources, numerous exercises, and extensive references to supplement the theoretical presentations. At the end of each chapter, a list of online resources with links to the websites is also provided. Additionally, extensive, vivid examples from large corporations, small businesses from different industries, and services, governments, and nonprofit agencies from all over the world make concepts come alive in Electronic Commerce. These examples, which were collected by both academicians and practitioners, show the reader the capabilities of EC, its cost and justification, and the innovative ways corporations are using EC in their operations. In this edition (previous editions published by Pearson/Prentice Hall), the authors bring forth the latest trends in e-commerce, including social businesses, social networking, social collaboration, innovations, and mobility.

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Electronic Commerce A Managerial Perspective By Efraim Introduction

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