Εθνικό Μετσόβιο Πολυτεχνείο

Σχολή Ηλεκτρολόγων Μηχανικών & Μηχανικών Υπολογιστών

Μεταπτυχιακό Πρόγραμμα: Τεχνο-οικονομικά Συστήματα

Μάθημα: Ηλεκτρονικές Συναλλαγές

Διδάσκοντες: Επίκ. Καθηγητής Δ. Ασκούνης, Δρ. Ι. Χαραλαμπίδης

Σχολιασμένη Βιβλιογραφία

Andersen, T. F., & Lindstrom, M. (2000). *Brand Building on the Internet*: Kogan Page. http://www.koganpage.com/asp/bookdetails.asp?key=3092

Books has given extensive & indepth analysis of case study for six leading website of the Internet and explained in detail, how did they touch the sky. Although this books gives a fair & extensive idea of brand marketing for an experienced marketer, but absolutely lacking in targeting the beginner or MBA candidates who wish to pursue the career in Brand Marketing in explaining the principles or detail terminology , methods or processes involved in brand marketing.

Beynon-Davies, P. (2004). *e-Business*. Houndmills, Basingstoke, Hampshire: Palgrave Macmillan. http://www.palgrave.com/products/Catalogue.aspx?is=140391348X

E-Business provides a balanced, holistic overview of the phenomenon of e-business and its role in transforming organizations. It takes a world-wide perspective and discusses the impact of ICT (information and communication technology) within both the private and public sectors. A strong underpinning in systems thinking is used throughout to demonstrate the practical implications of this phenomenon for modern organizations. Each chapter integrates with a model of E-business presented at the start. Chapters are designed as learning units and include spider diagrams, examples, reflective questions, cases and activities.

Bishop, B. (1999). *Global Marketing for the Digital Age: Globalize Your Business With Digital and Online Technology*. Toronto, Canada: HarperBusiness. http://www.biginc.com

Focus on: - What new business opportunities are possible using digital technology - Which countries are using digital technology and which ones need to catch up - How a localized company can become global without a large capital investment - Creating a global marketing vision - Step-by-step strategies for using digital importing and exporting, virtual global networking, international information management - How to use the Internet to develop global business relationships - Global manufacturing and distribution - How to use digital and online technology to promote your business - Ratings of all major trading players according to digital capabilities, political and economic stability and business culture - Complete online resource listing of global marketing reference tools, including trade commissions, associations, brokers and others

Caglayan, A., & Harrison, C. G. (1997). *Agent Sourcebook*. New York: Wiley. http://www.wiley.com/WileyCDA/WileyTitle/productCd-0471153273.html

A practical guide for implementing agent technology into business applications. This book shows businesses how they can develop and use agent technology to improve business efficiency and lower costs. It describes the different commercial agents currently in use,

strategic benefits, and integrating agents into existing systems. The authors use real case studies to show how to successfully deploy agents for specific business purposes.

Canzer, B. (2003). *E-business. Strategic thinking and practice.* Boston: Houghton Mifflin. http://college.hmco.com/cgi-bin/SaCGI.cgi/CatalogStub.class/com.hmco.college.catalog.CatalogController?cmd=Portal&subcmd=display&ProductID=3034

Canzer's comprehensive approach to e-business centers on four key areas of strategic planning: technology, management, marketing, and finance. In clear contrast to other texts that overlook both management and finance, Canzer offers a concise introduction ideal for e-business courses or principles of marketing and management courses. E-Business accommodates interactive learning opportunities at the textbook web site, including online assignments such as cases and group projects from the author's own class (added each semester). The text focuses on what students need to know about developing, managing, and maintaining a successful e-business instead of the technical logistics of setting up a site.

Carter, J. A. (2002). *Developing e-Commerce Systems.* Upper Saddle River, NJ: Prentice Hall. http://www.pearsoneduc.com/book.asp?prodID=231546&d=CM

This book discusses the business and computing issues and activities essential to developing successful e-Commerce systems. The author takes a complete life-cycle approach and uses a combination of user, business, and computing viewpoints to identify the range of commerce and computing issues that need to be resolved together to ensure a successful result. The book provides ample guidance on applying this approach within organizations. Provides an overview of all the activities necessary for developing successful e-Commerce systems.

Chaffey, D. (2002). *E-Business and E-Commerce Management.* Essex, UK: Pearson Education. http://www.booksites.net/chaffey/

Undergraduate degrees in e-commerce, e-business or Internet/digital marketing; postgraduate masters degree in e-commerce, e-business or Internet/digital marketing; MBAs with an e-business option; 2nd and 3rd year undergraduate students on generic degrees in Business Studies/ Administration or Marketing. This book contains a comprehensive global, accessible coverage of e-business and e-commerce topics using a student centred learning approach. The text synthesizes the developing practice of applying digital technologies with the emerging academic knowledge to integrate models, concepts and theories with practice. Most importantly it takes a European stance in terms of practice, cases and approach to learning.

Chaffey, D. (2004). *E-Business and E-Commerce Management* (2 ed.). Essex, UK: Pearson Education. http://www.booksites.net/chaffey/

Undergraduate degrees in e-commerce, e-business or Internet/digital marketing; postgraduate masters degree in e-commerce, e-business or Internet/digital marketing; MBAs with an e-business option; 2nd and 3rd year undergraduate students on generic degrees in Business Studies/ Administration or Marketing. This book contains a comprehensive global, accessible coverage of e-business and e-commerce topics using a student centred learning approach. The text synthesizes the developing practice of applying digital technologies with the emerging academic knowledge to integrate models, concepts and theories with practice. Most importantly it takes a European stance in terms of practice, cases and approach to learning.

Chaffey, D., Mayer, R., Johnston, K., & Ellis-Chadwick, F. (2000). *Internet Marketing: Strategy, Implementation and Practice.* Essex, UK: Pearson Education. http://cwx.prenhall.com/bookbind/pubbooks/chaffeyim_ema/

This text is a comprehensive guide to how organisations can use the Internet to support their marketing activities. Building on traditional marketing theory and concepts together with emerging academic literature, the book details a structured approach to applying the Internet for marketing.

Chaffey, D., Mayer, R., Johnston, K., & Ellis-Chadwick, F. (2003). *Internet Marketing: Strategy, Implementation and Practice* (2 ed.). Essex, UK: Pearson Education. http://www.booksites.net/chaffey/

Internet Marketing is a comprehensive guide to how organisations can use the Internet to support their marketing activities and covers all aspects of Internet marketing - environment analysis, strategy development and implementation. Building on the successful and widely regarded first edition, this second edition of Internet Marketing has a completely revised structure and streamlined content, increasing the marketing orientation of the text by decreasing technical background about the Internet.

Chesher, M., & Kaura, R. (1998). *Electronic commerce and business communications*. London; New York: Springer

In Electronic Business Communications, Mike Chesher and Ricky Kaura tell you all that you need to know about electronic commerce over the Internet. All the major topics are covered: - How electronic business communications can give you the edge over your competitors; - How you can develop effective business strategies for electronic commerce; - All you need to know about EDI/E-commerce Security concerns? What security concerns · the Internet is open for business! - What are the E-commerce standards and why do they matter? - Making the most of trading via the Internet and value added networks; - Breakthroughs in Web-based EDI and Internet applications Information highway initiatives; - Lots of case studies are included. Anyone working in or coming into contact with the exciting world of business electronic communications will find something to interest them here

Choi, S.-Y., & Whinston, A. B. (2000). *The Internet Economy - Technology and Practice*. Austin, TX: SmartEcon Publishing.
http://www.smartecon.com/products/catalog/ie_toc.html

The goal of this book is to provide readers with a structured insight to the Internet-driven economy in four parts. In Part 1, first three chapters define the Internet economy, review underlying technologies and summarize Internet-based commerce. Part 2 discusses characteristics of e-business firms, their customers, and both knowledge-based and physical products and services being manufactured, delivered and consumed in a networked economy. Part 3 looks at various market mechanisms and channels and their effects on pricing. Part 4 reviews changing roles and operations of governments and public institutions, and policy issues for the Internet economy such as privacy, digital copyrights, taxation and regulation.

Coupley, E. (2001). *Marketing and the Internet*. Upper Saddle River, NJ: Prentice-Hall. http://vig.prenhall.com/catalog/academic/product/1,4096,0130169757,00.html

Integrating marketing theory with Internet reality, this text helps students develop the skills necessary to understand and integrate Internet technology and characteristics into marketing strategy. It helps them recognize and understand the implications of the Internet not only as a marketplace, but also as a set of tools and opportunities. Have a chapter about Marketing Research and the Internet.

Cronin, M. J. (1996). *Global advantage on the Internet : from corporate connectivity to international competitiveness*. New York: Van Nostrand Reinhold

Analyzes successful strategies of corporations around the world, illustrating how the Internet has changed marketing, sales, customer service, and international competitiveness. Discusses critical success factors for global commerce on the World Wide Web; the growth of electronic commerce and the national information infrastructure; and the impact of US government policy on corporate Internet leadership. Includes listings of international Web and Internet sites.

Dann, S., & Dann, S. (2004). *Strategic Internet Marketing 2.0.* Milton, Australia: John Wiley & Sons Austrailia. http://www.johnwiley.com.au/highered/sim2e

The text assumes a basic knowledge of marketing, concentrating on what is different about Internet based marketing and how it can be used in conjunction with more 'traditional' approaches. Following a strategic approach, the text looks holistically at the place of the Internet in the organisation's overall marketing strategy.

Ellsworth, J. H., & Ellsworth, M. V. (1997). *Marketing on the Internet* (2nd ed.). New York: John Wiley & Sons

This updated edition of the bestselling Marketing on the Internet brings marketers totally up-to-date with new developments like Java, VRML, interactive graphics, and electronic commerce. A complete guide to marketing on the Internet, it helps marketers understand all of the technologies available and gives detailed step-by- step instructions for actually doing it--from building a multmedia Web site to safely conducting electronic commerce. Packed with examples of successful uses of the Internet by a variety of businesses.

Evans, P., & Wurster, T. S. (2000). *Blown to bits: how the new economics of information transforms strategy.* Boston, Mass.: Harvard Business School Press

Richness or reach? It used to be simple, business strategy could either focus on "rich" information or could reach out to a larger market. This text shows how to build strategies where richness and reach go hand in hand, and explains how to make the most of the forces shaping competitive advantage.

Farhoomand, A., & Lovelock, P. (2001). *Global e-Commerce: Text and Cases.* Singapore: Prentice Hall. http://www.pearsoneduc.com/book.asp?prodID=298715&d=EL

Global e-Commerce: Text and Cases builds theory, fundamentals and structure to show how business models are being transformed by the evolving business order. It combines the traditional business and economics concepts and the emerging principles and theories to draw a blueprint for the network economy. It also uses a set of rich global case studies to show how companies can use the marketspace to expand their market reach, minimize costs, shorten production and ordering cycle time, and ultimately enhance customer value and loyalty.

Fisk, R. P., Grove, S. J., & John, J. (2004). *Interactive services marketing* (2 ed.). Boston: Hoghton Mifflin Company. http://college.hmco.com/cgi-bin/SaCGI.cgi/CatalogStub.class/com.hmco.college.catalog.CatalogController?cmd=Portal&subcmd=display&ProductID=3286

The Second Edition covers the essentials of services marketing--with particular emphasis on the theater model and the impact of technology. Since a service is intangible, services marketing centers mainly on interactivity and, as a result, this textbook features a dynamic approach to human interactions--both in face-to-face communication as well as connecting through technology. Concise coverage of content enables instructors to make greater use of the textbook web site, reinforcing the emphasis on technology and allowing students to

interact with both the printed text and the online material. In addition, the theater continues to act as a model for the industry by encouraging students to compare service workers to actors, customers to audience members, the business to the backstage, and the service environment to the actual stage.

Gauntlett, D. (2000). *Web.studies: rewiring media studies for the digital age.* London: Oxford University Press

Web.Studies sets the agenda for a new period of media research, one that gets to grips with the significance of new communications technologies and the global spaces in which they are so rapidly developing.

Hanson, W. (1999). *Principles of Internet Marketing.* Cincinnati, Ohio: South-Western College Publishing. http://www.swcollege.com/marketing/hanson/hanson_main.html

Ward Hanson demonstrates the power of the Internet to create a digital, networked environment where marketing is carried out at an individual, interactive level. By exploring the Internet's impact on business models and marketing strategies, outlining which marketing techniques work online and which do not, and discussing how the Internet creates value for customers and profits for companies, Hanson provides a firm foundation for innovative Internet marketing.

Janal, D. S. (1998). *Online Marketing Handbook.* New York: John Wiley & Sons

With a wealth of new information, including the latest on interactive marketing plans, publicity online, and home page promotion, the 1997 edition of the Online Marketing Handbook is the most comprehensive, step-by-step idea source available for selling products and services via the Internet. Presented from a professional marketer's perspective, the tactics, tips, and tools described here will help you make the Web a crucial part of your marketing plans. The Online Marketing Handbook offers everything needed for an online marketing campaign that will grow profits, increase productivity, enhance customer satisfaction, and successfully compete against your competition on and off the web. The Online Marketing Handbook is essential reading for any business going on the web where accessibility and browser attractions can make or break a cyberspace marketing campaign. (Midwest Book Review)

Kalakota, R., & Whinston, A. B. (1997). *Electronic commerce: A manager's guide.* Reading, Mass.: Addison-Wesley

How do you manage electronic commerce? What is the technology behind electronic commerce? Electronic Commerce- A Manager's Guide is the ideal starting point for business managers and professionals involved with electronic commerce, as well as professionals/users who want to keep abreast of the latest trends and issues in management practices affected by electronic commerce technology.

Komenar, M. (1997). *Electronic marketing.* New York: Wiley Computer

The Internet is just a weapon in the electronic marketing arsenal; others include e-mail, commercial online services, fax-back systems, multimedia, and CD-ROM demos. Offering comprehensive, hands-on technical information, this book gathers the insights of a panel of professional marketers who explore this entire electronic marketing mix. The emphasis is on integrating these techniques into an overall marketing plan. In-depth case studies chronicle both successful and failed electronic marketing ventures.

Korper, S., & Ellis, J. (2000). *The E-commerce book: building the E-empire.* San Diego: Academic Press.

The E-Commerce Book is a paper-and-ink-solution, but don't let that put you off. It promises to transform buy-in and bullishness into results. Korper and Ellis set their out stall early on, their goal "to give each reader the right tools to jump head-first into the pool of e-commerce and to find it comfortable and deep with opportunity." What you get is a thorough, no-nonsense guide to launching and maintaining a business on the Internet, covering all points from sales and marketing to technology and architecture, stopping at globalization and off-the-shelf e-commerce solutions along the way.

Krishnamurthy, S. (2002). *E-Commerce Management: Text and Cases*: South Western Thomson Learning. http://krishnamurthy.swcollege.com

E-Commerce Management is designed to help the managers of today and tomorrow better direct the E-Commerce process by integrating business models, marketing, and Internet technology. The integration of text and cases helps make this a perfect choice for instructors seeking one primary text for use in both graduate and undergraduate level E-Commerce and E-Marketing courses. Each case study provides readers with an in-depth analysis of well-known companies that have developed into e-successes or e-failures.

Laudon, K. C., & Traver, C. G. (2002). *E-commerce: Business. Technology. Society.* Boston: Addison Wesley.
http://www.aw.com/catalog/academic/product/1,4096,0201748150,00.html

Provides an overview of the current and next generations of e-commerce. The book emphasizes the three major driving forces behind e-commerce: business development, technology change, and social controversies. Each of these driving forces is represented in every chapter, and together they provide a coherent conceptual framework for understanding e-commerce. The result is sophisticated conceptual treatment of a very diverse subject that is aimed specifically at readers interested in business concepts, IS/IT developments, and computer science applications.

Competing for being the #1 in the descipline of "Cover-to-Cover E-commerce Textbook"

Lindstrom, M. (2001). *e-tailhandel. Clicks, Bricks & Brands*. København, Danamark: Børsens Forlag. http://www.boger.borsen.dk/bogidx.php?id=87

Beskriver, hvordan fremtidens handelsplads allerede nu ændrer sig, og hvor den er på vej hen. Et centralt spørgsmål er, hvad der vil ske med traditionel detailhandel over de næste år, og hvilken fremtid e-handel har med lav indtjening, ustabil distribution og manglende kundetilslutning. Bogens pointe er, at der vil ske en sammensmeltning af e-handel og detailhandel - af online- og offline-forretninger. I kølvandet på dette, opstår en ny type forretning, der kaldes clicks & mortar (klik og mørtel) på grund af fusionen mellem ny og gammel økonomi.

McDonald, M., & Wilson, H. (2002). *New Marketing*. Woburn, UK: Butterworth-Heinemann

The New Marketing presents a comprehensively revised blueprint for the marketing process developed by Malcolm McDonald and Hugh Wilson to address second-generation changes brought about by technological development and the associated 'information revolution'. Built around the leading concept of a value exchange with customers, it provides essential advice on how to harness the latest technology and incorporate it effectively into marketing practice. The premise driving the new thinking in this book is that the early stand-alone experimentation with new marketing channels is over for many organizations. The key now is the total integration of new techniques and technologies within the wider marketing process.

e-Commerce and CRM, for instance, no longer stand alone as something to plan for separately. Instead, the core processes of marketing need to take account of e-commerce and other IT-enabled channels such as call centres.

Mohammed, R., Fisher, R. J., Jaworski, B. J., & Paddison, G. (2004). *Internet Marketing* (2 ed.). New York: McGraw-Hill Higher Education.
http://www.mhhe.com/catalogs/0072865261.mhtml

Internet Marketing: Building Advantage in a Networked Economy, 2e presents a "road-tested" framework to help students and practitioners understand how to think about and implement effective Internet marketing programs. The focus is on using marketing levers to vary the level of intensity that the consumer has with a Website to build a relationship with the customer through four stages: from Awareness, to Exploration/Expansion, to Commitment, and possibly through Dissolution. This four stage customer-centric framework shows readers how to use the Internet to create intense and profitable relationships with their customers. In addition to comprehensively discussing the key levers that marketers can use to create relationships, the authors focus on two primary forces that the Internet brings to marketing – the Individual and Interactivity--detailing how these forces influence key marketing levers and how these forces can be leveraged to create intense relationships with customers.

Neef, D. (2001). *e-Procurement: From Strategy to Implementation.* Upper Saddle River, NJ: Pretice Hall PTR. http://www.phptr.com/ptrbooks/ptr_0130914118.html

The purpose of this book is threefold. First, it is simply to explain to those who have not previously dealt with the area of procurement the fundamentals involved with purchasing and replenishing materials. The second purpose of this book is to explore the phenomenon of the electronic trading communities-the volatile and fast-growing area of online e-markets, auctions, reverse auctions, and exchanges-that is effectively revolutionizing the relationship between buyers and sellers in virtually every industry, worldwide. And finally, this book is intended to help managers, executives, and other organizational leaders to take the first important steps necessary for defining and implementing their e-procurement and overall e-business strategies.

O'Connor, J., & Galvin, E. (2001). *Marketing in the Digital Age* (2 ed.). Essex, UK: Pearson Education. http://www.pearsoneduc.com/book.asp?prodID=100000000012819&d=EL

While a week may be a long time in politics, two years is an eternity in today's e-Business age. Since the first edition of this book was published in 1997 the growth of e-Business has been phenomenal and has impacted on all aspects of marketing. Time is now measured at net speed where time to market is calculated in days and weeks rather than months or years. This new edition has been written to reflect these changes.

Phillips, P. (2003). *E-Business Strategy: Text And Cases.* Maidenhead, UK: McGraw-Hill Education. http://www.mcgraw-hill.co.uk/html/0077098374.html

It aims to contextualise and clarify major e-business issues, and discuss and illustrate strategic considerations and their operational application. Covering key topics in e-business strategy from external environmental drivers and cyber rules to internal organizational issues and risk management and valuation, the text provides a solid conceptual foundation that allows students to understand this important and developing field. Up-to-date and current, the book assesses the impact of the dot.com crash and looks to the future of e-business, illustrating the issues and ideas with well-chosen examples, articles and cases featuring a variety of e-commerce operations and organizations.

Rosenfeld, L., & Morville, P. (1998). *Information Architecture for the World Wide Web.* Sebastopol, USA: O'Reilly

Teaches the skills necessary to become a succesful information architect (IA). Covers the importance of recognizing the site user's perspective, the IA's role in developing web sites, the various ways that sites can be made browsable, creating effective and descriptive content labels, search interfaces, architecture blueprints, and a case study that demonstrates the evolution of an information architecture for a real client. Intended for webmasters, designers, and regular users.

Rowley, J. (2002). *E-business: Principles and Practice*. Houndmills, UK: Palgrave. http://www.amazon.co.uk/exec/obidos/ASIN/0333949145/mortenraskdk-21

This book offers an accessible overview of key concepts in e-business at an introductory level, illustrated with case studies throughout. It combines this accessibility with rigour and is informed by research and practice from marketing, information technology, strategy and organisational studies.

Schneider, G., & Perry, J. (2000). *Electronic Commerce*. Cambridge, MA: Thomson Learning. http://www.course.com/catalog/product.cfm?isbn=0-7600-1179-6&CFID=2647502&CFTOKEN=35259106

Electronic Commerce is a complete introduction to the world of e-commerce, including balanced coverage of technical and business topics. Case studies and plentiful business examples complement conceptual coverage to provide a real-world context. Implementation strategies are analyzed, using examples of both successful and unsuccessful implementations

Schwartz, E. I. (1997). *Webonomics: nine essential principles for growing your business on the World Wide Web* (1st ed.). New York: Broadway Books

Destined to be a classic for Web commerce. The author provides well-written and entertaining field notes on how businesses succeed on the Web. Schwartz illustrates his conclusions, which include such wise gems as 'Consumers must be compensated for disclosing information about themselves,' with a witty style derived from his experience with both Wired and Business Week. The book's strengths are that it reads like the kind of book you'd bring on vacation and that it requires no technical knowledge of building a Web site.

Siegel, C. (2004). *Internet Marketing: Foundations and Applications*. Boston: Hoghton Mifflin Company. http://college.hmco.com/cgi-bin/SaCGI.cgi/CatalogStub.class/com.hmco.college.catalog.CatalogController?cmd=Portal&subcmd=display&ProductID=3034

Siegel offers a comprehensive textbook--complemented by extensive online support--for the fastest growing section of the curriculum across the country. She integrates print and web components seamlessly so that the accompanying textbook web site acts as a natural extension of the text. Students can look online for interactive marketing cases, project-based activities, and new content regularly updated by the author. The text features separate chapters on legal and international e-marketing issues, B2C and B2B marketing models, and how to implement a web marketing plan--including the creation and design of content.

Smith, P., & Chaffey, D. (2001). *eMarketing eXcellence*. Oxford: Butterworth-Heinemann

A practical guide to creating and executing e-marketing plans, this book combines established approaches to marketing planning with the creative use of new e-models and e-tools. It is designed to support both marketers who are integrating e-marketing into their existing marketing and communications strategies and experienced e-marketers looking to optimise their e-marketing.

Sterne, J. (1999). *World Wide Web marketing: integrating the Web into your marketing strategy* (2 ed.). New York: Wiley

A fully updated edition of the best-selling industry classic. The only marketing book businesses need to take full advantage of the Internet is back--and it's better than ever. The Web's growth and impact in the few years since the first edition of World Wide Web Marketing was written have been nothing less than monumental: technologies like Java, push, and intranets/extranets have entirely rewritten the rules for online marketing. Popular author Jim Sterne's completely updated second edition provides all of the information marketing managers, advertising professionals, and publicists need to succeed. In straightforward, no-nonsense language, this book fuses classic Web marketing strategies with the latest available technologies, including banner advertising, cable access, personalization engines, and outsourcing. Sterne also includes a fascinating and insightful examination of the enormous changes the Web has brought to the way we do business.

Sterne, J. (2001). *World Wide Web marketing: integrating the web into your marketing strategy* (3 ed.). New York: J. Wiley.
http://www.wiley.com/WileyCDA/WileyTitle/productCd-0471416215.html

The bestselling guide to online marketing is now back in a new expanded edition. Popular speaker and author Jim Sterne updates all information, providing marketing and advertising professionals with the ultimate how-to guide to succeed in today's hyper-competitive online world. Taking the same practical and detailed approach that has made his book an industry classic, Sterne shows how to apply classic marketing strategies to the latest technologies and explores the Web's impact on the way we do business. Readers will find expert guidance on how to take advantage of hot new technologies and Web marketing tools that have emerged since the Second Edition was published, including:

o Interactivity

o Affiliate marketing

o Using B2B technology to sell through resellers

o Wireless marketing

o eMetrics, or how to measure online marketing strategies

o Data mining techniques

Stoll, C. (1996). *Silicon Snake Oil*. London: Pan Books

This text deals with the myths and realities of the Internet, looking at the darker side of the information superhighway and attempting to reveal its hidden hazards. It illustrates how electronic data transfer can be slow, less reliable, and more expensive than communication by phone, fax, and even the postal service. The work argues that discussion groups, lauded for providing access to information and diverse opinons, are in fact hotbeds of rumour, where conversations about issues frequently degenerate into the rude, offensive and tasteless, and where technical questions often elicit inaccurate answers. The text also suggests that business transactions on the Internet are, at best, perfunctory and, at worst, dangerous.

Strauss, J., El-Ansary, A. I., & Frost, R. (2006). *E-Marketing* (4. ed. ed.). Upper Saddle River, N.J.: Prentice hall

Timmers, P. (1999). *Electronic commerce: strategies and models for business-to-business trading*. Chichester, West Sussex, England ; New York: Wiley. http://www.wiley.com/WileyCDA/WileyTitle/productCd-0471720291.html

Business-to-business electronic commerce is booming but for many companies attempting to do business electronically, it seems like a nightmare journey into the unknown rather than the golden road to competitive advantage. Firms are finding that prices are under pressure, profit margins are hit, new competitors appear from nowhere and benefits are hard to realize. Drawing on case studies of companies such as Marshall Industries, FedEx, Industry.Net, Amazon.com, Citius Belgium and TradeZone, Paul Timmers addresses the critical issues facing managers today as they endeavour to move into a new business environment. Looking at the opportunities and the risks involved, the book provides in-depth practical examples of how innovative companies are developing competitive advantage by doing business on the Internet. The author then goes on to show companies how they can organize their business, by providing a systematic classification of electronic commerce business models and a range of tools for the development of Internet marketing strategies. Finally, a number of scenarios provide a window on the future of business-to-business electronic commerce. In a clear and concise way, this book will help dispel the uncertainty surrounding electronic commerce by explaining how the reader can overcome obstacles and reservations and capitalize on the many benefits on offer.

Treese, G. W., & Stewart, L. C. (1998). *Designing systems for Internet commerce*. Reading, Mass.: Addison-Wesley

Written by two of the most experienced practitioners in this burgeoning field, Designing Systems for Internet Commerce will guide you through the business and technical considerations of building fully functioning, secure, and financially successful Internet commerce systems.

Turban, E., King, D., Lee, J., & Viehland, D. (2004). *Electronic commerce: a managerial perspective* (3 ed.). Upper Saddle River, NJ: Pearson Education, Prentice Hall. http://www.prenhall.com/turban/

The purpose of this #1 selling E-Commerce text is to describe 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 for beginners as well as graduate students in e-commerce. It is clear, simple, well-organized, and provides all the basic definitions as well as logical support. It uses extensive, vivid examples from large corporations, small businesses, government and not-for-profit agencies from all over the world, making the concepts presented come alive for students.

Turban, E., King, D., Lee, J., & Viehland, D. (2006). *Electronic commerce: a managerial perspective 2006* (4 ed.). Upper Saddle River, NJ: Prentice Hall. http://www.prenhall.com/turban/

The most comprehensive, managerial, research based book on how corporate business uses e-commerce and less emphasis on technological underpinnings and development. Turban is the #1 best seller in the business school market.

Turban, E., King, D., Lee, J., Warketin, M., & Chung, H. M. (2002). *Electronic commerce: a managerial perspective* (2 ed.). Upper Saddle River, NJ: Pearson Education, Prentice Hall. http://www.prenhall.com/academic/product?ISBN=0130653012

One of the first texts entirely dedicated to EC, this comprehensive, user-friendly text describes what electronic commerce is; how it is being conducted and managed; and its major

opportunities, limitations, issues, and risks. With a blend of theory and practical application, this text is structured around the notion that EC applications require certain technological infrastructures and other support mechanisms. It recognizes that e-business has two parts: business and technology.

Competing for being the #1 in the descipline of "Cover-to-Cover E-commerce Textbook"

Turner, C. (2000). *The information e-conomy: business strategies for competing in the digital age*. London, UK ; Dover, NH: Kogan Page.
http://www.kogan-page.co.uk/asp/bookdetails.asp?key=3080

Information E-conomy is a study of how new technology (the Internet, telecommunications and IT) has changed the face of commerce. Colin Turner gives a view of this new and ever-changing landscape and gives guidance on how to navigate it. Packed with global case studies and examples, this book gives a coherent strategic framework for business looking to gain competitive advantage in the digital age.

Turner, C. (2002). *The information e-conomy: business strategies for competing in the global age*. London, UK; Dover, NH: Kogan Page

Information E-conomy is a study of how new technology (the Internet, telecommunications and IT) has changed the face of commerce. Colin Turner gives a view of this new and ever-changing landscape and gives guidance on how to navigate it. Packed with global case studies and examples, this book gives a coherent strategic framework for business looking to gain competitive advantage in the digital age.

Varey, R. J. (2002). *Relationship marketing. Dialogue and networks in the e-commerce era*. Chichester: John Wiley and Sons Ltd.
http://www.wileyeurope.com/WileyCDA/WileyTitle/productCd-0470843411.html

This title explores the growing concept of relationship marketing, defined as the process of creating, maintaining and enhancing strong, value-laden relationships with customers and other stakeholders. It explores the concept in theory and practice for use in the e-commerce era. The book offers an understanding of relationship marketing as a business strategy within a framework that integrates marketing, e-commerce, corporate communications and knowledge management.

Vervest, P., & Dunn, A. (2000). *How to win customers in the digital world: total action or fatal inaction*. Berlin, New York: Springer-Verlag.
http://www.springer.de/cgi/svcat/search_book.pl?isbn=3-540-66575-7

Providing a template for seizing the opportunities offfered by digital business technologies, this book presents six real-life cases to demonstrate both the power and risks involved. The authors - both experienced professionals in management education and telecommunications - introduce Total Action concepts and methodologies - where every activity inside the organization is directly relevant for its customers. Winners use these to make front-line people the point of decision making, to unlock information about customers, and to manage the fulfillment of their commitments. The result is a discovery tour of new management concepts that will help your business triumph in todays digital world.

Watson, R. T., Berthon, R., Pitt, L. F., & Zinkhan, G. M. (2000). *Electronic commerce: the strategic perspective*. Fort Worth, TX: Dryden Press

provides a strategic marketing and managerial perspective of electronic commerce. The research of the four highly-qualified authors provides the basis for the book, allowing for first-hand experience, varied viewpoints, and relevance

Westland, J. C., & Clark, T. H. K. (1999). *Global Electronic Commerce: Theory and Case Studies*. Boston: MIT Press

Over the past two decades, businesses in virtually every sector of the world economy have benefited from the technologies of electronic commerce--the automation of commercial transactions using computer and communications technologies. Electronic commerce has spurred far-reaching changes in business, on multiple fronts, using many technologies. This book provides a deep, practical understanding of these technologies and their use in e-commerce. Unlike other books on e-commerce, it does not concentrate solely on the Internet. Instead, it suggests that the Internet is only a bridge technology--attractive because of its low cost and global reach, but unattractive because of its slow speed and poor user interface.

Whinston, A. B., Stahl, D. O., & Choi, S.-Y. (1997). *The Economics of Electronic Commerce*. Indianapolis, IN.: Macmillan Technical Pub.
http://www.smartecon.com/products/catalog/eecflyer.asp

Standard microeconomic analyses are applied to this new industry, laying the foundation for the development of new business models. Topics include digital versus physical products (economic implications); copyright and ownership within the scope of economic analysis rather than legal definitions; quality, uncertainty, and market efficiency within the electronic marketplace; and conclusions and implications for business and policy makers.