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Essentials By

E Commerce
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Essentials

By Kenneth

C Laudon

How will the Digital
Coupons for E-
Commerce team
and the organization
measure complete
success of Digital

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Coupons for E-Commerce? If substitutes have been appointed, have they been briefed on the Digital Coupons for E-Commerce goals and received regular communications as to the progress to date? Will Digital Coupons for E-

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Commerce deliverables need to be tested and, if so, by whom? How can the value of Digital Coupons for E-Commerce be defined? Does Digital Coupons for E-Commerce analysis show the relationships among important Digital

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Coupons for E-
Commerce factors?

This limited edition
Digital Coupons for
E-Commerce self-
assessment will
make you the
reliable Digital
Coupons for E-
Commerce domain
auditor by revealing
just what you need
to know to be fluent

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and ready for any
Digital Coupons for
E-Commerce

challenge. How do I
reduce the effort in
the Digital Coupons
for E-Commerce
work to be done to
get problems
solved? How can I
ensure that plans of
action include every
Digital Coupons for

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E-Commerce task
and that every

Digital Coupons for
E-Commerce

outcome is in place?

How will I save time

investigating

strategic and tactical

options and

ensuring Digital

Coupons for E-

Commerce costs

are low? How can I

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deliver tailored
Digital Coupons for
E-Commerce advice
instantly with
structured going-
forward plans?

There's no better
guide through these
mind-expanding
questions than
acclaimed best-
selling author
Gerard Blokdyk.

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Blokdyk ensures all Digital Coupons for E-Commerce essentials are covered, from every angle: the Digital Coupons for E-Commerce self-assessment shows succinctly and clearly that what needs to be clarified to organize the

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required activities
and processes so
that Digital Coupons
for E-Commerce
outcomes are
achieved. Contains
extensive criteria
grounded in past
and current
successful projects
and activities by
experienced Digital
Coupons for E-

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Commerce practitioners. Their mastery, combined with the easy elegance of the self-assessment, provides its superior value to you in knowing how to ensure the outcome of any efforts in Digital Coupons for E-Commerce are

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maximized with
professional results.
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Your purchase
includes access
details to the Digital
Coupons for E-
Commerce self-
assessment
dashboard
download which
gives you your
dynamically
prioritized projects-

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ready tool and
shows you exactly
what to do next.

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About the Book:

Foreword by Bryan
Eisenberg In Ecom
Hell, Shirley Tan
wants to share what
she learned in

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ecommerce to make
sure you can avoid
getting burned!

Shirley Tan started
her ecommerce
business on a shoe
string budget and
sold it to a NASDAQ
traded corporation.

How? She
developed systems
and efficiencies that
made her business

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hugely profitable

and a prime

acquisition target.

She shares the

lessons she learned

in this book Ecom

Hell is aimed at

entrepreneurs

building ecommerce

business,

adventurers who are

considering an

ecommerce

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adventure,
technically savvy
executives who
want to get an
insiders' guide,
information
technology
professionals who
want to benchmark
their ecommerce
business practice
and anyone who
has an interest in

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getting a good grasp
of what really goes

on in an e-

commerce

business. The book

is filled with tips and

checklists on what it

really takes to start,

run and grow your

business and it'll

soon become a go-

to guide for

managers and staff!

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Here is some of
what you'll get from
Ecom Hell:*

Identifies what
areas in ecommerce
you should FOCUS
on so you maximize
your revenues and
growth.* The 7
category metrics
that drive EVERY
ecommerce
business and how to

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measure them so
you win.* The 10
BIG mistakes most
ecommerce
entrepreneur makes
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them so you can
improve your
chances of success
in ecommerce.*

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picking niche
markets like winning

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racehorses so you
know the winners
from the dogs.*

Detailed check list
on what to look for
in an ecommerce
platform.* 11 tips on
how you can
increase your
website

conversions. Are
you flirting with the
idea of your own

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ecommerce
business? Shirley's
Ecom Hell takes you
through the nitty-
gritty of running an
ecommerce
business. It is a
behind-the-scenes
look at what can
make or break your
ecommerce
business. Ecom Hell
walks you through:*

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How to get started
on a shoestring
budget so you'll
have plenty of
resources available
to fund your
growth.* How to
"cherry pick" your
competitors so you
ALWAYS win in a
head to head
contest.* How to
buy an existing

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business so you can
avoid the "slow
start."* How to sell
your business so
you can retire and
have financial
security. Shirley
fields frequent
questions about the
title of her book.

Why Ecom Hell?

She says, "I believe

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business success is a combination of strategic planning and excellent execution, helped often by a heavy dose of optimism. I understand the value of optimism as it carries many an entrepreneur through a rough day or two. However, I

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also believe is anticipating worst case scenarios to avoid them at all costs. This is the impetus behind Ecom Hell: I'll help you face the pitfalls that can be part of ecommerce business building; and give you the best practices to

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use to navigate your way around these potentially hellish situations. Ecom Hell is going to help you build your own ecom heaven!"

"Shirley is an incredible entrepreneur that experienced hands on every aspect it takes to make an

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business
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successful.

Regardless of the stage of your eCommerce business, Shirley provides excellent foresight into how to make it to the next level."-Jennifer Fallon, CEO, The Aspen Brands

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Company,
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KateAspen.com &

BabyAspen.com

"Shirley Tan is the

real deal. As an

inquisitive

entrepreneur, she

always asks all the

right questions, and

now she is sharing

all the right answers

for creating a

successful

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ecommerce
business. Her book
is detailed,
insightful, and
comprehensive, and
will become a must-
have for all E-com
business owners.
Not only has she
done it herself, but
she knows how to
identify and
document the things

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that helped her
become successful.

Sharing this wealth
of knowledge is only
part of what makes
her not only a great
author, but a great
person as

well."-Todd

Malicoat, SEO,

Faculty Market

Motive.com

1. Internet & E-

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Commerce, 2.

Operations of E-

Commerce, 3.

Application in B2C,

4. Applications in

B2C, 5. E-

Governance :

Concepts &

Evaluation, 6. E-

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Business Models.

This book is an

action book, it is

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written in order
to allow readers to
set up a successful
business online. It
capitalizes all
experience in e-
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offers you the
maximum
information to
succeed in this
area. It is aimed at
all people,

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merchants with
already a product or
service for sale or
individuals who
want to embark on a
new project. It is
written in a
synthetic and precise
way. Readers are
expected to put into
practice
the knowledge
gained from this

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book. The book spreads six essential points, which, followed as indicated, will guarantee you success. With the internet booming and potential customers from around the world, do not miss out on the great opportunities

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Africa

A Step-by-step

Tutorial

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Second Edition

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Sandeep Srivastava

Er. Meera Goyal, Er.

Nishit Mathur -

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(English)

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Right!

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Global Edition

*Attention fellow
entrepreneurs!
Are you looking
for ways to make
more money
online? The
problem at the
moment is you*

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end up spending money on new approaches that don't pan out. It would be good to earn some revenue online without having to pay an arm and a leg to get started. In this book bundle you will be guided through

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valuable step-by-step systems to launch your new online career and begin making real money. Inside you will learn:

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How to separate the good ones

from the bad • A

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*wide variety of
websites that you
can sell your
products on •
How to sell on
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Advanced tips to
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You can take the
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online career, or
you can do what
most people do
and never take
that first step in a
new direction.*

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Introduction to E-
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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

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*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

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This handbook begins by comparing e-business with e-commerce. It provides guidance and advice on creating or turning your business into an e-business with

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*chapters on
resources,
keeping your
customers, selling
online and
improving your
business.*

*Written by
experienced
authors who
share academic
as well as real-
world practices,*

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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

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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-

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*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*

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shop for life

improvement and

success with

women

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Operations

Management

Building An

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Products Online.

Insider Secrets,

Key Strategies

and Practical Tips

- Simplified for

Start-Ups and

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*Small Businesses
Academic Paper*

*from the year 2017
in the subject Law -
Media, Multimedia
Law, Copyright,
grade: 75%, ,
course: Intellectual
Property Law,
language: English,
abstract: The very
rapid emergence of*

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industrialization,
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globalization and

technicalities

formed a great basis

for the growth of

technology and the

rise of this computer

age. Electronic

commerce is one of

its products seeing

that it is a major

economic

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significance of the
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*21st century. Thus,
internet is a new
culture that has
undoubtedly come
to stay and while it
remains, changes
our own style. The
wide range of
activities performed
with the use of
internet has proven*

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to outweigh the old-fashioned way of doing same activities. The creators of computer must not have imagined how super useful their creation stands globally today. The internet has a great deal of impact on

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business and its practices, local markets will be mostly replaced by global markets. This change will lead to new business models and of course, the birth of E-commerce. One of such E-

transactions

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includes Internet contract, which is E-contract. In conclusion, the paper establishes that in all ramifications, electronic contracts have been positive enough to human living that it is now a do-without in our

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day to day living. At the same time, its venom cannot be overlooked. Like a wild fire, if appropriate measures are not taken, it will consume even the most advanced of men, and the very literate. Privacy

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*issues are my most
dreaded concerns.*

*The authenticity to
protect information
is so uncertain and
yet, so unavoidable
in most cases. Laws
should be*

*appropriately
reformed to suit into
the already coming
ugly face of*

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*electronic contracts
and e-commerce in*
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*general. Consumer
protection should be
the springboard to
foster these laws as
the persons on the
other hand will not
have much to lose.
While determining
this, global
expansion of*

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*technology should
not be hampered or*

subdued as to

becoming

inaccessible for the

common man.

As a whole, the e-

commerce industry

is ANTIQUATED.

It's out of date! and

is way way way

behind in terms of

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what's actually working in the world of online business. Most e-commerce business owners are still doing things in the same way they were done back in the early dot com days. And that my friend is a recipe for

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*disaster. There is
SO much more to e-
commerce than
building a store,
filling it with
products, and
driving some traffic.
If that describes you
and your business,
then let this be your
wake up call! In
this Ecommerce*

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Business Essentials
book, you will

discover the 7C

Method, an end-to-

end brand strategy

designed specifically

for eCommerce.

This book is literally

the step-by-step

blueprint to building

a successful and

highly profitable

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business and the

private community

is the support group

that will help you

along the way.

Essential guidance

for preventing fraud

in the card-not-

present (CNP) space

This book focuses

on the prevention of

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fraud for the card-
Kenneth C Laudon
not-present

*transaction. The
payment process,
fraud schemes, and
fraud techniques
will all focus on
these types of
transactions ahead.
Reveals the top 45
fraud prevention
techniques Uniquely*

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focuses on
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eCommerce fraud

essentials Provides

the basic concepts

around CNP

payments and the

ways fraud is

perpetrated If you

do business online,

you know fraud is a

part of doing

business. Essentials

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*of On-line Payment
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you to prevent fraud
in the CNP space.*

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Step E-commerce
guide, that will show
you everything you
need to know about
selling and*

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*marketing physical
products online.*

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Whether you're an

e-commerce Start-

Up or have an

existing e-commerce

website that is

struggling to make a

profit, this book is

for you.

Start A Successful

Online Business

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From Scratch & See
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How Easy E-

Commerce Can Be

(Alibaba + Shopify)

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A Clear and

Concise Reference

E Commerce

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The tools you
need to follow
your dream of
starting and
running an
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business! With
the right
knowledge and
resources, you
can take

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action to
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you've been
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This
comprehensive
guide provides
tips and
tricks for
turning your

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dream into a
reality. The
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will prepare

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you to set up
your business
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website, offer
your products
in an online
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keep accurate
books. The
authors help
you navigate
the primary
legal,

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accounting,
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and security

challenges

related to

running an

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business. Fund

your business

for success

and future

growth Use SEO

strategically

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to drive
traffic to a
well-designed
site Market
your business
effectively as
an
entrepreneur
Stand out,
build customer
relationships,
and sell on

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social media
Keep up with
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trends to stay
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With some
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can find your
market niche,
create a
business plan,
and decide on

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a revenue
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it's time to
set up shop!
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Online
Business can
help bring
your dream of
an online
business to
life and guide

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you on the
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road to

success.

This book is
designed to
acquaint the
readers with
major aspects
of e-commerce
with
particular
emphasis on

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technology

such as

cryptography,

e-payment and

mobile payment

security. The

book presents

a layered

architecture

of e-commerce

systems with

six layers.

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The physical layer (the bottommost layer) described first, provides the basic communication infrastructure needed by e commerce. The

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next layer
described is
the logical
layer
consisting of
Local Area
Networks, the
Internet,
Intranet, etc.
which provide
connectivity.
The layer

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above is the
network

services layer
which provides
e-mail and

World Wide Web
applications.

Above this is
a very

important
messaging

layer of e-

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commerce which
provides Kenneth C Laudon

provides

facilities for

exchanging

messages

securely using

the

communication

infrastructure

. Here various

methods of

encryption,

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public key
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infrastructure
and digital
signature are
discussed. It
is also
explained as
to how the
messaging
layer is used
to exchange
structured

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electronic
documents,
using XML. The
next layer
called
middleman
services
layer,
describes the
design of home
page of an
organization

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and elaborates
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various

payment

services such

as credit

card, e cash,

smart card,

etc. The

topmost layer

is on

applications,

namely, B2C,

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B2B and C2C e
commerce which
are defined
and described
at the
beginning of
the book. As
use of mobile
phones and
mobile network
is rapidly
increasing, a

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whole chapter
is devoted to
explain m-
commerce. Of
special
interest are
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discussions of
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Protocol,
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issues and
payment
methods. A
complete
chapter is
also devoted
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developments
in multimedia
information
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compressed

audio and

digital

quality video.

A unique

feature of

these goods is

the method of

delivery which

also uses the

mobile

Internet infra

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structure.
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Finally, the
legal
framework of e-
commerce
provided by
the
Information
Technology Act
2000 (and the
amended act of
2008) is

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explained.

This book with
its numerous s

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features is an

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and

postgraduate

students of

Computer

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Computer
Applications
(BCA and MCA),
and for
undergraduate
engineering
students of
Computer

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and
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Technology.
Besides, it
would be
useful to
professionals
for quickly
understanding
the basics of

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e commerce.

Key Features :

- Gives detailed discussions of security and payment schemes in e-commerce.
- Discusses essentials of m-commerce

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such as

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over 300

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