E Commerce David Whiteley

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electronic commerce includes the consumer oriented commerce of the internet electronic markets and electronic data interchange it introduces the basic concepts outlines the technical requirements and addresses the problems

fay sudweeks and celia romm at the tum of the twenty first century global communication is changing the fabric of society at a rate never experienced before the internet in particular has redrawn the map of global economy to be competitive in today s marketplace companies need to expand commercial activities beyond national borders the global network of electronic infrastructure has played a significant role in this expansion but the technology itself is not the factor driving the business revolution the changes are driven by the interaction of information technology and customer demand customers are not only adapting to new technologies they are demanding more and more global competition electronic commerce therefore is arguably the most important economic trend of our time its presence on the internet in particular is becoming crucial to the effective functioning of organisations especially in a world where companies need to deal with suppliers customers partners and their own units distributed across the world a global business industry created by the internet is no longer a projected vision of technocrats it is a reality the internet is already playing a significant role in determining corporate strategy and in creating values

administration référence électronique

today opportunities and challenges of available technology can be utilized as strategic and tactical resources for your organization conversely failure to be current on the latest trends and issues of it can lead to ineffective and inefficient management of it resources managing information technology in a global economy is a valuable collection of papers that presents it management perspectives from professionals around the world the papers introduce new ideas refine old ones and possess interesting scenarios to help the reader develop company sensitive management strategies

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