

<<电子商务>>

图书基本信息

书名：<<电子商务>>

13位ISBN编号：9787111268956

10位ISBN编号：7111268954

出版时间：2009-8

出版时间：机械工业出版社

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页数：487

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## 前言

E-Business, Eighth Edition provides complete coverage of the key business and technology elements of electronic commerce. The book does not assume that readers have any previous electronic commerce knowledge or experience. In 1998, having spent several years doing electronic commerce research, consulting, and corporate training, I began developing an undergraduate business school course and an MBA-level course in electronic commerce. Although I had used a variety of books and other materials in my corporate training work, I was concerned that those materials would not work well in university courses because they were written at widely varying levels and did not have the pedagogic organization and features, such as review questions, that are so important to students. After searching for a textbook that offered balanced coverage of both the business and technology elements of electronic commerce, I concluded that no such book existed. The first edition of E-Business was written to fill that void. In the subsequent editions, I have worked to improve the book and keep it current with the rapid changes in this dynamic field. The eighth edition includes many updates to the content that reflect the rapid changes that are occurring in electronic commerce today.

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### 内容概要

本书是一本均衡讲述电子商务中商务问题和技术问题的教科书，既不是避开技术谈管理，也不是通篇陷入技术细节之中，达到了技术与管理、管理与实务的有机结合。

全书分为四篇，即概述篇、业务战略篇、技术篇和整合篇。

较之旧版，新版力求反映出电子商务领域中的最新变化以及企业和社会如何响应这些变化。

新增的内容包括：品牌作用和在线销售的品牌产品，音乐和影视产品在线销售的新进展，移动商务中的融合作用，文字广告的新形式，移动用户和Web，社会网络站点，小额贷款方面的进展，在线客户关系管理软件等。

本书定位明确、体例新颖、结构合理、内容全面、评议精炼、叙述清晰、适合作为高等院校相关专业的电子商务课程教材，也可供企业经营管理者 and 从事电子商务的专业人士参考。

## 作者简介

作者：(美国) 施耐德 (Schneider G.P.) Gary P. Schneider，目前是美国奎尼皮亚克大学会计系的William S. Perlroth教授，曾先后任教于圣迭戈大学、田纳西大学、赛维尔大学，讲授电子商务、数据库设计、供应链管理和管理会计等课程，多次获得优秀教学奖。

迄今为止，他在会计、信息系统、管理学方面已经出版了50多部著作，并在《Interfaces》、《IS Audit & Control Journal》、《Journal of Information Systems》等许多权威刊物上发表了。

90余篇研究论文。

他在美国会计协会非常活跃，现任《Accounting Information Systems and Technology Reporter》的编辑，并同时兼任多个权威期刊的编委。

他在开始学术生涯之前，在俄亥俄州作为CPA(注册会计师)工作了14年。

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## 章节摘录

插图：Network Effects Economists have found that most activities yield less value as the amount of consumption increases. For example, a person who consumes one hamburger obtains a certain amount of value from that consumption. As the person consumes more hamburgers, the value provided by each hamburger decreases. Few people find the fifth hamburger as enjoyable as the first. This characteristic of economic activity is called the law of diminishing returns. In networks, an interesting exception to the law of diminishing returns occurs. As more people or organizations participate in a network, the value of the network to each participant increases. This increase in value is called a network effect. To understand how network effects work, consider an early user of a fax machine. When fax machines were first introduced, few companies had fax machines. The value of each fax machine increased as more companies purchased fax machines. As the network of fax machines grew, the capability of each individual fax machine increased because it could be used to communicate with more companies. The increase in the value of each fax machine is the result of a network effect.

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