



E-Commerce Concepts

Dr Randall J Dyck

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This book is a mix of practical and conceptual knowledge for e-commerce that discusses strategies to use when a business wants to take advantage of e-commerce to increase their sales and international exposure. The material is based on my 20 years of applying it in industry, my doctoral studies of e-commerce, and on my lecture notes for e-commerce that have accumulated over the last decade. It is composed of over 20 chapters and is intended mainly for business people that need to understand the issues involved with e-commerce activities, and for marketers who want to learn how to take advantage of e-commerce. Technology students may also find value from the concepts presented in order to understand why businesses are asking for certain features. The book discusses concepts for the technologies involved, the business issues, the legalities of activities, the strategies which can be used, and the emerging trends in e-commerce. An earlier book, "Life as a Professor", highlighted the challenges that are encountered in teaching current business and technology methods in colleges and universities, along with recommendations for solutions that are needed now in classrooms. A later book, "MBA Strategic Analysis", discussed methods to use to assess business strengths so that opportunities for growth can be more effectively implemented. Another book, "Computerized Financial Systems", reviewed database designs and processes that are needed for implementing functional financial systems.

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