



Electronic Commerce: Opportunities and Challenges

By Syed Rahman

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With electronic commerce growing exponentially, staying competitive through an effective e-business strategy is a tough challenge. Electronic commerce represents one of the most promising directions for generating competitive advantage at the micro level of the organization and for increasing productivity at the macro level of the economy. This is a study of the critical fundamental elements that could impact a user's perception of business-to-business and business-to-consumer electronic commerce. It examines key components and concepts of e-commerce, evaluating the critical success factors of global e-commerce, the economics of e-commerce, and the practical issues involved with e-commerce in various applications.

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Editorial Review

From the Back Cover

A must read for business students, especially for courses such as distribution and logistics, international business, information systems and marketing to understand recent trends and issues concerning e-commerce. The book provides current authoritative comprehensive coverage and an excellent blending of organizational, environmental and global issues for the study of e-commerce issues. This excellent compilation of international research ought to be required reading for all business students for an understanding of trends in e-commerce and progress toward the globalization of business in general and e-commerce in particular. - Lawrence L Schkade, University of Texas, Arlington

An excellent resource. For the beginner - strategies, cases and critical success factors to define how e-commerce should be approached. For the architect - case studies detail architectures that work. For the advanced technologist - a discussion of performance and security issues surrounding business-to-business transactions. An excellent source of material for those trying to understand threats to the Internet business environment. Detailed discussion of security methods, legal issues and scenarios for potential attack of your web site. -Michael Kettelhut, SAP America

The text provides excellent coverage of this emerging field. A must read for persons interested in a broad understanding of e-commerce and its application to a variety of industries. An excellent overview of this developing discipline. - Michael Savoie, University of Dallas

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