Acknowledgments

E-commerce has made significant progress even in the short space of time before this book was published, and the importance of information for management purposes has become more widely appreciated. In this edition, therefore, we have incorporated illustrations of the types of research areas likely to facilitate the formulation of economic and social management policies. The section on social statements and economic impact has been given extensive treatment and matters covering e-commerce valuation and the understanding of the aspects of finance have been brought up to date.

A special project of a practical nature has been introduced to demonstrate the compilation and application of economic principles to emphasize the essential role to co-ordinate all the e-functions of the business. Greater recognition of the usefulness of sources, properly applied, warrants fuller treatment of this subject, while the opportunity has been taken to include the latest recommendations of e-commerce researchers.

This book follows the recommendations of the various e-Initiative bodies and of the bodies responsible for further research.

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