

Preface

During the past two decades, electronic commerce technologies and applications have revolutionized the basic fundamental use of information technologies in all aspects of our social and business infrastructures. Through the use of this technology, organizations of all types and sizes have managed to expand their market reach and the ways they serve their customers throughout the world. Many organizations have been very successful, and yet some have witnessed failure, in using this technology. There are many documented cases related to the utilization and management of electronic commerce that can provide significant insight in how successfully electronic commerce may be utilized in organizations. *Cases on Electronic Commerce Technologies and Applications*, part of Idea Group Inc.'s *Cases on Information Technology Series*, presents a wide range of real-life cases related to the adoption of e-commerce, e-business, e-government, mobile commerce and Web services technologies and applications in organizations worldwide.

The cases included in this volume cover a wide range of issues focusing on tax services online, an English e-mail service, a successful Singaporean dot-com venture, Internet trading, the creation of a digital music label, a company's implementation of a Web site, an online grocery business, business-to-business e-commerce in various industries, the adoption of e-commerce by office supplies industries, e-commerce enabled enterprise information systems, marketing products online, Spanish-speaking e-markets, MP3 players and the music recording industry, college markets online, e-government initiatives, a retirement protection scheme, e-commerce in developing nations, electronic banking, an online flower auction, e-commerce in the air travel industry, digital print business online, and the Web initiatives of a global travel company.

As electronic commerce technologies continue to prevail in organizations of all types and sizes, developers and managers of these technologies must keep up with emerging technologies as well as managerial issues related to the utilization and management of these technologies. *Cases on Electronic Commerce Technology and Applications* provides a much needed understanding of how to successfully implement e-technologies in organizations that can greatly benefit from the use of these technologies. Cases included in this volume will allow practitioners, educators and their stu-

dents a better understanding of the issues, problems and challenges associated with the effective utilization of e-commerce, e-business, e-government, m-commerce and Web services in organizations. Lessons learned from the cases included in this publication will be very instrumental for those learning more about the issues and challenges in the field of e-technologies.

Note to Professors: Teaching notes for cases included in this publication are available to those professors who decide to adopt the book for their college course. Contact cases@idea-group.com for additional information regarding teaching notes and to learn about other volumes of case books in the IGI *Cases on Information Technology Series*.

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