This innovative book is a must-read for anyone interested in gaining a more thorough understanding of how to successfully execute e-commerce strategies and how to best adopt the various elements into their own classrooms, workplaces, and organizations.

- Mehdi Khosrow-Pour, Information Resources Management Association, USA

Web Technologies for Commerce and Services Online delivers a global perspective on the influence of electronic commerce on organizational behavior, development, and management in organizations, discussing issues such as information security; strategic management of electronic commerce; organizational learning; business process management; mediated enterprises; and electronic marketplaces. With the new insights it delivers on this rapidly evolving technological and commercial domain, this incisive reference will prove an essential addition to library collections worldwide.

Subject:
Electronic Commerce; Software/Systems Engineering, Programming, Analysis and Design; Internet and Web Technologies Systems;
Multimedia Technology

Market:
The publication is essential for all academic and research libraries. Academicians and students will find this book suitable for upper level undergraduate and graduate level courses studying the uses of agents and the other emergent technologies such as Web technologies, mobile computing, and the Semantic Web. Large companies wishing to re-engineer production processes, streamline procurement processes, reach new customers, and manage internal operations more efficiently will also benefit from this Premier Reference Source.
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About the Editor:
Mehdi Khosrow-Pour, (DBA) is currently the executive director of the Information Resources Management Association (IRMA). Previously, he served on the faculty of the Pennsylvania State University as an associate professor of information systems for 20 years. He has written or edited over 20 books in information technology management and he is also the editor of the Information Resources Management Journal, Journal of Cases on Information technology, Journal of Electronic Commerce in Organizations, and the International Journal of Cases on Electronic Commerce.

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