

教育部高校工商管理类教学指导委员会 双语教学推荐教材

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工商管理经典教材·核心课系列

# 电子商务导论

Introduction to

(英文版·第2版)

Electronic Commerce

(Second Edition)

埃弗瑞姆·特伯恩 (Efraim Turban)

戴维·金 (David King)

著

朱迪·兰 (Judy Lang)



中国人民大学出版社

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# 总 序

随着我国加入 WTO,越来越多的国内企业参与到国际竞争中来,用国际上通用的语言思考、工作、交流的能力也越来越受到重视。这样一种能力也成为我国各类人才参与竞争的一种有效工具。国家教育机构、各类院校以及一些主要的教材出版单位一直在思考,如何顺应这一发展潮流,推动各层次人员通过学习来获取这种能力。双语教学就是这种背景下的一种尝试。

双语教学在我国主要指汉语和国际通用的英语教学。事实上,双语教学在我国教育界已经不是一个陌生的词汇了,以双语教学为主的科研课题也已列入国家“十五”规划的重点课题。但从另一方面来看,双语教学从其诞生的那天起就被包围在人们的赞成与反对声中。如今,依然是有人赞成有人反对,但不论是赞成居多还是反对占上,双语教学的规模 and 影响都在原有的基础上不断扩大,且呈大发展之势。一些率先进行双语教学的院校在实践中积累了经验,不断加以改进;一些待进入者也在模仿中学习,并静待时机成熟时加入这一行列。由于我国长期缺乏讲第二语言(包括英语)的环境,开展双语教学面临特殊的困难,因此,选用合适的教材就成为双语教学成功与否的一个重要问题。我们认为,双语教学从一开始就应该使用原版的各类学科的教材,而不是由本土教师自编的教材,从而可以避免中国式英语问题,保证语言的原汁原味。各院校除应执行国家颁布的教学大纲和课程标准外,还应根据双语教学的特点和需要,适当调整教学课时的设置,合理选择优秀的、合适的双语教材。

顺应这样一种大的教育发展趋势,中国人民大学出版社同众多国际知名的大出版公司,如麦格劳-希尔出版公司、培生教育出版公司等合作,面向大学本科生层次,遴选了一批国外最优秀的管理类原版教材,涉及专业基础课,人力资源管理、市场营销及国际化管理等专业方向课,并广泛听取有着丰富的双语一线教学经验的教师的建议和意见,对原版教材进行了适当的改编,删减了一些不适合我国国情和不适合教学的内容;另一方面,根据教育部对双语教学教材篇幅合理、定价低的要求,我们更是努力区别于目前市场上形形色色的各类英文版、英文影印版的大部头,将目标受众锁定在大学本科生层次。本套教材尤其突出了以下一些特点:

- 保持英文原版教材的特色。本套双语教材根据国内教学实际需要,对原书进行了一定的改编,主要是删减了一些不适合教学以及不符合我国国情的内容,但在体系结构和内容特色方面都保持了原版教材的风貌。专家们的认真改编和审定,使本套教材既保持了学术上的完整性,又贴近中国实际;既方便教师教学,又方便学生理解和掌握。

- 突出管理类专业教材的实用性。本套教材既强调学术的基础性,又兼顾应用的广泛性;既侧重让学生掌握基本的理论知识、专业术语和专业表达方式,又考虑到教材和管理实践的紧密结合,有助于学生形成专业的思维能力,培养实际的管理技能。



● 体系经过精心组织。本套教材在体系架构上充分考虑到当前我国在本科教育阶段推广双语教学的进度安排,首先针对那些课程内容国际化程度较高的学科进行双语教材开发,在其专业模块内精心选择各专业教材。这种安排既有利于我国教师摸索双语教学的经验,使得双语教学贴近现实教学的需要;也有利于我们收集关于双语教学教材的建议,更好地推出后续的双语教材及教辅材料。

● 篇幅合理,价格相对较低。为适应国内双语教学内容和课时上的实际需要,本套教材进行了一定的删减和改编,使总体篇幅更为合理;而采取低定价,则充分考虑到了学生实际的购买能力,从而使本套教材得以真正走近广大读者。

● 提供强大的教学支持。依托国际大出版公司的力量,本套教材为教师提供了配套的教辅材料,如教师手册、PowerPoint 讲义、试题库等,并配有内容极为丰富的网络资源,从而使教学更为便利。

本套教材是在双语教学教材出版方面的一种尝试。我们在选书、改编及出版的过程中得到了国内许多高校的专家、教师的支持和指导,在此深表谢意。同时,为我们后续推出的教材更适于教学,我们也真诚地期待广大读者提出宝贵的意见和建议。需要说明的是,尽管我们在改编的过程中已加以注意,但由于各教材的作者所处的政治、经济和文化背景不同,书中内容仍可能有不妥之处,望读者在阅读时注意比较和甄别。

徐二明

中国人民大学商学院

## Preface

As we enter the third millennium, we are experiencing one of the most important changes to our daily lives—the move to an Internet-based society. Internet World Stats ([internetworldstats.com](http://internetworldstats.com)) reported in December 2007 that almost 71 percent of the U.S. population (over 238 million) surf the Internet. More interesting is the fact that more than 90 percent of people between the ages of 5 and 17 surf the Internet on a regular basis. It is clear that these percentages will continue to increase, and similar trends exist in most other countries. As a result, much has changed at home, school, work, and in the government—and even in our leisure activities. Some of these changes are spreading around the globe. Others are just beginning in some countries.

One of the most significant changes is in how we conduct business, especially in how we manage marketplaces and trading. For example, the senior author of this book pays all of his bills online; trades stock online; buys airline and event tickets online; buys books online; chats with friends all over the world; searches for services, information, and knowledge; and purchased his computer, printer, and memory sticks online, to cite just a few examples.

Electronic commerce (EC) describes the manner in which transactions take place over networks, mostly the Internet. It is the process of electronically buying and selling goods, services, and information. Certain EC applications—such as buying and selling stocks and airline tickets on the Internet—are growing very rapidly, exceeding non-Internet trades. But EC is not just about buying and selling; it is also about electronically communicating, collaborating, and discovering information (sometimes referred to as *e-business*). It is about e-learning, e-government, social networks, and much more. Electronic commerce will have an impact on a significant portion of the world, affecting businesses, professions, and, of course, people.

The impact of EC is not just in the creation of Web-based businesses. It is the building of a new industrial order. Such a revolution brings a myriad of opportunities as well as risks. Bill Gates is aware of this, and the company he founded, Microsoft, is continually developing new Internet and EC products and services. Yet Gates has stated that Microsoft is always 2 years away from failure—that somewhere out there is an unknown competitor who could render its business model obsolete (Heller 2005). Gates knows that today's competition is not among products or services, but among business models. What is true for Microsoft is true for just about every other company. The hottest and most dangerous new business models out there are on the Web.

The years between 2005 and 2008 have been characterized by the emergence of Web 2.0, which expanded the boundaries of e-commerce from trading, information search, and collaboration with a business orientation to personal life support and then back to business. Companies are now adopting social computing technologies that were designed for individual use (such as blogs, wikis, file sharing, and social networks) to increase the effectiveness and efficiency of their operations.

Forrester Research reports that the easy connections that social computing has given us have made a major impact not only on the social structure that exists outside of the business world, but also on the global economy. Because of the pervasiveness of social computing, Forrester suggests that individuals take information from each other more often rather than from institutional sources like mainstream media outlets and corporations. For a company to survive, Forrester suggests that their marketing

initiatives must fundamentally change from a top-down information flow to one where communities and social computing initiatives are made a part of their products and services (reported by Blacharski 2006).

In revising *Introduction to Electronic Commerce*, we paid great attention to the above developments. The reason is that so-called “social computing” is changing not only our lives and the way we do business, but also the field of e-commerce itself.

The purpose of this book is to describe what EC is—how it is being conducted and managed—as well as to assess its major opportunities, limitations, issues, and risks—all in the social-computing business environment. It is written from a managerial perspective. And because EC is an interdisciplinary topic, it should be of interest to managers and professional people in any functional area of business in all industries. People in government, education, health services, and other areas also will benefit from learning about EC.

Today, EC and e-business are going through a period of consolidation in which enthusiasm for new technologies and ideas is accompanied by careful attention to strategy, implementation, and profitability. Most of all, people recognize that e-business has three parts; it is not just about technology, it is also about commerce and people.

This book is written by experienced authors who share academic as well as real-world practices. It is a concise text that can be used in one-semester or one-quarter courses. It also can be used to supplement a text on Internet fundamentals, management information systems (MIS), or marketing.

## FEATURES OF THIS BOOK

Several features are unique to this book.

### Managerial Orientation

Electronic commerce can be approached from two major aspects: technological and managerial. This text uses the second approach. Most of the presentations are about EC applications and implementation. However, we do recognize the importance of the technology; therefore, we present the essentials of security in Chapter 10 and the essentials of infrastructure and system development in Online Chapter 14, which is located on the book's Web site ([prenhall.com/turban](http://prenhall.com/turban)). We also provide some detailed technology material in the files, appendices, and tutorials on the book's Web site. Managerial issues are provided at the end of each chapter.

### Real-World Orientation

Extensive, vivid examples from large corporations, small businesses, and government and not-for-profit agencies from all over the world make concepts come alive. These examples show students the capabilities of EC, its cost and justification, and the innovative ways real corporations are using EC in their operations. Examples cover both large and small (SME) companies.

### Solid Theoretical Background and Research Suggestions

Throughout the book, we present the theoretical foundations necessary for understanding EC, ranging from consumer behavior to the economic theory of competition. Furthermore, we provide Web site resources, many exercises, and extensive references to supplement the theoretical presentations.

### Most Current Cutting-Edge Topics

The book presents the most current topics relating to EC, as evidenced by the many 2005 to 2008 citations. Topics such as social networking, e-learning, e-government, e-strategy, Web-based supply chain systems, collaborative commerce, mobile com-

merce, and EC economics are presented from the theoretical point of view as well as from the application side.

### Integrated Systems

In contrast to other books that highlight isolated Internet-based systems, we emphasize those systems that support the enterprise and supply chain management. Intra- and interorganizational systems are highlighted as are the latest innovations in global EC and in Web-based applications.

### Global Perspective

The importance of global competition, partnerships, and trade is increasing rapidly. EC facilitates export and import, the management of multinational companies, and electronic trading around the globe. International examples are provided throughout the book.

### Online Support

More than 100 files are available online to supplement text material. These include files on generic topics such as data mining and intranets, cases, technically oriented text, and much more.

### User-Friendliness

While covering all major EC topics, this book is clear, simple, and well organized. It provides all the basic definitions of terms as well as logical conceptual support. Furthermore, the book is easy to understand and is full of interesting real-world examples and “war stories” that keep readers’ interest at a high level.

## WHAT’S NEW IN THIS EDITION?

The following are the major changes in this edition:

- **New Co-author.** We welcome Judy Lang (Lang Associates) who brings expertise in several e-business areas.
- **New Chapter.** A new chapter on social networks and industry disruptors (Chapter 8) covers the most cutting-edge technologies and includes case studies of some of the industry players and leaders.
- **Chapters with Major Changes.**
  - Chapter 1 now includes social networks, new business models, and other leading-edge topics.
  - Chapter 4 includes new coverage of advertising models and strategies.
  - Chapter 6 includes the addition of major innovations in e-supply chains and e-supply chain strategies as well as several other challenging innovations demonstrated in new cases.
  - Chapter 10 has been completely rewritten, moving from a generic view of security to an e-commerce orientation.
  - Chapter 12 has significantly upgraded the concepts of business planning, e-strategy, and business models.
- **Chapters with Less Significant Changes.** All data in the chapters were updated. More than 30 percent of all cases have been replaced. About 50 percent of all end-of-chapter material has been updated and/or expanded. Managerial issues were updated as were figures and tables. Duplications were eliminated and explanations of exhibits have been made more understandable. New topics were added in many of the sections to reflect the Web 2.0 revolution.

- ▶ **Online Files.** The online files were updated and reorganized. Many new files have been added.

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## HOW THIS BOOK DIFFERS FROM *ELECTRONIC COMMERCE 2008*

This book was derived in part from *Electronic Commerce 2008* by Efraim Turban et al., Prentice Hall 2008. The major differences are:

- ▶ This book is about half the size of EC 2008.
- ▶ *EC 2008* is designed for one or two semesters; this book is designed for one quarter or semester.
- ▶ *EC 2008* is designed for upper division and graduate levels.
- ▶ *EC 2008* has a strong research orientation with twice as many references and research topics for each chapter.
- ▶ In many places, more technical details are available in *EC 2008*.
- ▶ Several chapters were eliminated in this book (e.g., auctions) or combined (e.g., B2B is one chapter instead of two).
- ▶ This book includes some simplified cases and examples.
- ▶ This book is more up-to-date (2009 versus 2008).

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## LEARNING AIDS

The text offers a number of learning aids to the student:

- ▶ **Chapter Outlines.** A listing of the main headings ("Content") at the beginning of each chapter provides a quick overview of the major topics covered.
- ▶ **Learning Objectives.** Learning objectives at the beginning of each chapter help students focus their efforts and alert them to the important concepts to be discussed.
- ▶ **Opening Vignettes.** Each chapter opens with a real-world example that illustrates the importance of EC to modern corporations. These cases were carefully chosen to call attention to the major topics covered in the chapters. Following each vignette, a short section titled "What We Can Learn . . ." links the important issues in the vignette to the subject matter of the chapter.
- ▶ **EC Application Cases.** In-chapter cases highlight real-world problems encountered by organizations as they develop and implement EC. Questions follow each case to help direct student attention to the implications of the case material.
- ▶ **Insights and Additions.** Topics sometimes require additional elaboration or demonstration. Insights and Additions boxes provide an eye-catching repository for such content.
- ▶ **Exhibits.** Numerous attractive exhibits (both illustrations and tables) extend and supplement the text discussion. Many are available online.
- ▶ **Marginal Glossary and Key Terms.** Each Key Term is defined in the margin when it first appears.
- ▶ **Managerial Issues.** At the end of every chapter, we explore some of the special concerns managers face as they adapt to doing business in cyberspace. These issues are framed as questions to maximize readers' active engagement with them.
- ▶ **Chapter Summary.** The chapter summary is linked one-to-one with the learning objectives introduced at the beginning of each chapter.
- ▶ **End-of-Chapter Exercises.** Different types of questions measure students' comprehension and their ability to apply knowledge. Questions for Discussion are intended to promote class discussion and develop critical-thinking skills. Internet Exercises are challenging assignments that require students to surf the Internet and apply what they have learned. More than 250 hands-on exercises send students to inter-

esting Web sites to conduct research, investigate an application, download demos, or learn about state-of-the-art technology. The Team Assignment and Role Playing exercises are challenging group projects designed to foster teamwork.

- ▶ **Real-World Cases.** Each chapter ends with a real-world case, which is presented in somewhat more depth than the in-chapter EC Application Cases. Questions follow each case relating the case to the topics covered in the chapter.

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## SUPPLEMENTARY MATERIALS

The following support materials are also available.

**Online Instructor's Resource Center:** [prenhall.com/turban](http://prenhall.com/turban)

This convenient online *Instructor's Resource Center* includes all of the supplements: Instructor's Manual, Test Item File, TestGen, PowerPoint Lecture Notes, and Image Library (text art).

The **Instructor's Manual**, written by Jon Outland, includes answers to all review and discussion questions, exercises, and case questions. The **Test Item File**, written by Linda Volonino, is an extensive set of multiple-choice, true/false, and essay questions for each chapter. New to this edition, the Test Item File also contains questions tagged to the AACSB Assurance of Learning Standards. It is available in Microsoft Word, **TestGen**, and WebCT- and BlackBoard-ready test banks. The **PowerPoint Lecture Notes** by Judy Lang are oriented toward text-learning objectives.

**Companion Web Site:** [prenhall.com/turban](http://prenhall.com/turban)

The book is supported by a Companion Web site that includes:

- ▶ Two online chapters (Chapters 13 and 14).
- ▶ An appendix on the impacts of EC.
- ▶ An appendix on e-CRM.
- ▶ Online Files for Chapters 4 and 5 that cover business intelligence, EDI, and extranets.
- ▶ An interactive tutorial on preparing an e-business plan.
- ▶ Self-Study Quizzes, by Jon Outland, include multiple-choice, true/false, and essay questions for each chapter. Each question includes a hint and coaching tip for students' reference. Students receive automatic feedback after submitting each quiz.
- ▶ All of the Internet Exercises from the end of each chapter in the text are provided on the Web site for convenient student use.

### Materials for Your Online Course

Prentice Hall supports adopters using online courses by providing files ready for upload into both WebCT and BlackBoard course management systems for our testing, quizzing, and other supplements. Please contact your local PH representative for further information on your particular course.



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