



PEARSON

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

工商管理经典教材·核心课系列

BUSINESS ADMINISTRATION CLASSICS

# 电子商务

英文版·第7版

肯尼思·劳东 (Kenneth C. Laudon) 著  
卡罗尔·圭尔乔·特拉弗 (Carol Guercio Traver)

E-COMMERCE BUSINESS, TECHNOLOGY, SOCIETY

..... Seventh Edition .....

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中国人民大学出版社

全新版

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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,双语教学的规模和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，为使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

# P R E F A C E

## **WELCOME TO THE NEW E-COMMERCE**

In the 15 years since it began in 1995, electronic commerce has grown in the United States from a standing start to a \$255 billion retail business and a \$3.6 trillion business-to-business juggernaut, bringing about enormous change in business firms, markets, and consumer behavior. Economies and business firms around the globe, in Europe, Asia, and Latin America, are being similarly affected. During that short time, e-commerce has itself been transformed from its origin as a mechanism for online retail sales in to something much broader. Today, e-commerce has become the platform for new, unique services and capabilities that are just impossible in the physical world. There is no physical world counterpart to Facebook, or Twitter, or Google search, or a host of other recent online innovations. Welcome to the new e-commerce!

Although e-commerce in 2010 has been impacted by the worldwide economic recession, in the next five years, e-commerce in all of its forms is still projected to continue growing at high single-digit rates, becoming the fastest-growing form of commerce. Just as automobiles, airplanes, and electronics defined the twentieth century, so will e-commerce of all kinds define business and society in the twenty-first century. The rapid movement toward an e-commerce economy and society is being led by both established business firms such as Wal-Mart, Ford, IBM, JCPenney, and General Electric, and newer entrepreneurial firms such as Google, Amazon, Facebook, Yahoo, MySpace, Twitter, YouTube, and Photobucket. Students of business and information technology need a thorough grounding in electronic commerce in order to be effective and successful managers in the next decade. This book is written for tomorrow's managers.

While newer Web 2.0 firms such as Facebook, MySpace, YouTube, Twitter, Photobucket, Flickr, and Blinkx have grown explosively in the last two years and grab our attention, the traditional forms of retail e-commerce and services also remain vital and have proven to be more resilient than traditional retail channels in facing the economic recession that has occurred during the past year. The experience of these firms over the last fifteen years is also a focus of this book. The defining characteristic of these firms is that they are profitable, sustainable, efficient, and innovative firms with powerful brand names. Many of these now-experienced retail and service firms, such as eBay, Amazon,



E\*Trade, Priceline, and Expedia, are survivors of the first era of e-commerce, from 1995 to spring 2000. These surviving firms have evolved their business models, integrated their online and offline operations, and changed their revenue models to become profitable. Students must understand how to build these kinds of e-commerce businesses in order to help the business firms they manage to succeed in the e-commerce era.

It would be foolish to ignore the lessons learned in the early period of e-commerce. Like so many technology revolutions in the past—automobiles, electricity, telephones, television, and biotechnology—there was an explosion of entrepreneurial efforts, followed by consolidation. By 2005, the survivors of the early period were moving to establish profitable businesses while maintaining rapid growth in revenues. In 2010, e-commerce is entering a new period of explosive entrepreneurial activity focusing on social networks, and the mobile digital platform created by smartphones and netbooks. These technologies and social behaviors are bringing about extraordinary changes to markets, industries, individual businesses, and society as a whole. In 2010, the stock values of start-up online firms are being driven to extraordinary heights ominously reminiscent of the early years of e-commerce. E-commerce is generating thousands of new jobs for young managers in all fields from marketing to management, entrepreneurial studies, and information systems. Today, e-commerce has moved into the mainstream life of established businesses that have the market brands and financial muscle required for the long-term deployment of e-commerce technologies and methods. If you are working in an established business, chances are the firm's e-commerce capabilities and Web presence are important factors for its success. If you want to start a new business, chances are very good that the knowledge you learn in this book will be very helpful.

### **BUSINESS. TECHNOLOGY. SOCIETY.**

We believe that in order for business and technology students to really understand e-commerce, they must understand the relationships among e-commerce business concerns, Internet technology, and the social and legal context of e-commerce. These three themes permeate all aspects of e-commerce, and therefore in each chapter we present material that explores the business, technological, and social aspects of that chapter's main topic.

Given the continued growth and diffusion of e-commerce, all students—regardless of their major discipline—must also understand the basic economic and business forces driving e-commerce. E-commerce has created new electronic markets where prices are more transparent, markets are global, and trading is highly efficient, though not perfect. E-commerce has a direct impact on a firm's relationship with suppliers, customers, competitors, and partners, as well as how firms market products, advertise, and use brands. Whether you are interested in marketing and sales, design, production, finance, information systems, or logistics, you will need to know how e-commerce technologies can be used to reduce supply chain costs, increase production efficiency, and tighten the relationship with customers. This text is written to help you understand the fundamental business issues in e-commerce.

We spend a considerable amount of effort analyzing the business models and strategies of “pure-play” online companies and established businesses now employing “bricks-and-clicks” business models. We explore why many early e-commerce firms failed and the strategic, financial, marketing, and organizational challenges they faced. We also discuss how e-commerce firms learned from the mistakes of early firms, and how established firms are using e-commerce to succeed. Above all, we attempt to bring a strong sense of business realism and sensitivity to the often exag-

generated descriptions of e-commerce. As founders of a dot.com company and participants in the e-commerce revolution, we have learned that the “E” in e-commerce does not stand for “easy.”

The Web and e-commerce has caused a major revolution in marketing and advertising in the United States. We spend two chapters discussing how marketing and advertising dollars are moving away from traditional media, and towards online media and their huge audiences, creating significant growth in search engine marketing, targeted display advertising, online rich media/video ads, and social marketing techniques.

E-commerce is driven by Internet technology. Internet technology, and information technology in general, is perhaps the star of the show. Without the Internet, e-commerce would be virtually nonexistent. Accordingly, we provide three specific chapters on the Internet and e-commerce technology, and in every chapter we provide continuing coverage by illustrating how the topic of the chapter is being shaped by new information technologies. For instance, Internet technology drives developments in security and payment systems, marketing strategies and advertising, financial applications, business-to-business trade, and retail e-commerce. We discuss the rapid growth of the mobile digital platform, the emergence of cloud computing, new open source software tools and applications that enable Web 2.0, and new types of Internet-based information systems that support electronic business-to-business markets.

E-commerce is not only about business and technology, however. The third part of the equation for understanding e-commerce is society. E-commerce and Internet technologies have important social consequences that business leaders can ignore only at their peril. E-commerce has challenged our concepts of privacy, intellectual property, and even our ideas about national sovereignty and governance. Google, Amazon, and assorted advertising networks maintain profiles on millions of U.S. and foreign online shoppers. The proliferation of illegally copied music and videos on the Internet, and the growth of social networking sites often based on displaying copyrighted materials without permission, are challenging the intellectual property rights of record labels, studios, and artists. And many countries—including the United States—are demanding to control the content of Web sites displayed within their borders for political and social reasons. Tax authorities in the United States and Europe are demanding that e-commerce sites pay sales taxes. As a result of these challenges to existing institutions, e-commerce and the Internet are the subject of increasing investigation, litigation, and legislation. Business leaders need to understand these societal developments, and they cannot afford to assume any longer that the Internet is borderless, beyond social control and regulation, or a place where market efficiency is the only consideration. In addition to an entire chapter devoted to the social and legal implications of e-commerce, each chapter contains material highlighting the social implications of e-commerce.

## FEATURES AND COVERAGE

**Strong Conceptual Foundation** We analyze e-commerce, digital markets, and e-business firms just as we would ordinary businesses and markets using concepts from economics, marketing, finance, philosophy, and information systems. We try to avoid ad hoc theorizing of the sort that sprang breathlessly from the pages of many journals in the early years of e-commerce.

Some of the important concepts from economics and marketing that we use to explore e-commerce are transaction cost, network externalities, social networks, per-



fect digital markets, segmentation, price dispersion, targeting, and positioning. Important concepts from the study of information systems and technologies play an important role in the book, including Internet standards and protocols, client/server computing, multi-tier server systems, cloud computing, mobile digital platform and wireless technologies, and public key encryption, among many others. From the literature on ethics and society, we use important concepts such as intellectual property, privacy, information rights and rights management, governance, public health, and welfare.

From the literature on business, we use concepts such as business process design, return on investment, strategic advantage, industry competitive environment, oligopoly, and monopoly. One of the witticisms that emerged from the early years of e-commerce and that still seems apt is the notion that e-commerce changes everything except the rules of business. Businesses still need to make a profit in order to survive in the long term.

**Real-World Business Firm Focus** From Akamai Technologies, to Google, Microsoft, Apple, and Amazon, to Facebook, Twitter, and Myspace, to Netflix and VWSupply-Group.com, this book contains well over 100 real-company examples that place coverage in the context of actual dot.com businesses. You'll find these examples in each chapter, as well as in special features such as chapter-opening and chapter-closing cases, and "Insight on" boxes.

**In-depth Coverage of B2B E-commerce** We devote an entire chapter to an examination of B2B e-commerce. In writing this chapter, we developed a unique and easily understood classification schema to help students understand this complex arena of e-commerce. This chapter covers four types of Net marketplaces (e-distributors, e-procurement companies, exchanges, and industry consortia) as well as the development of private industrial networks and collaborative commerce.

**Current and Future Technology Coverage** Internet and related information technologies continue to change rapidly. The most important changes for e-commerce include dramatic price reductions in e-commerce infrastructure (making it much less expensive to develop sophisticated Web sites), the explosive growth in the mobile digital platform such as iPhones, iPads, and netbooks, and expansion in the development of social technologies. What was once a shortage of telecommunications capacity has now turned into a surplus, PC prices have continued to fall, new client-side devices have emerged, Internet high-speed broadband connections are now typical and are continuing to show double-digit growth, and wireless technologies such as Wi-Fi and cellular broadband are playing a larger role in mobile Internet access. While we thoroughly discuss the current Internet environment, we devote considerable attention to describing Web 2.0 and Internet II technologies and applications such as the advanced network infrastructure, fiber optics, wireless Web and 3G and 4G technologies, Wi-Fi, IP multicasting, and future guaranteed service levels.

**Up-to-Date Coverage of the Research Literature** This text is well grounded in the e-commerce research literature. We have sought to include, where appropriate, references and analysis of the latest e-commerce research findings, as well as many classic articles, in all of our chapters. We have drawn especially on the disciplines of economics, marketing, and information systems and technologies, as well as law journals and broader social science research journals including sociology and

psychology.

**Special Attention to the Social and Legal Aspects of E-commerce** We have paid special attention throughout the book to the social and legal context of e-commerce. Chapter 8 is devoted to a thorough exploration of four ethical dimensions of e-commerce: information privacy, intellectual property, governance, and protecting public welfare on the Internet. We have included an analysis of the latest Federal Trade Commission and other regulatory and nonprofit research reports, and their likely impact on the e-commerce environment.

## OVERVIEW OF THE BOOK

The book is organized into four parts.

Part 1, "Introduction to E-commerce," provides an introduction to the major themes of the book. Chapter 1 defines e-commerce, distinguishes between e-commerce and e-business, and defines the different types of e-commerce. Chapter 2 introduces and defines the concepts of business model and revenue model, describes the major e-commerce business and revenue models for both B2C and B2B firms, and introduces the basic business concepts required throughout the text for understanding e-commerce firms including industry structure, value chains, and firm strategy.

Part 2, "Technology Infrastructure for E-commerce," focuses on the technology infrastructure that forms the foundation for all e-commerce. Chapter 3 traces the historical development of Internet I—the first Internet—and thoroughly describes how today's Internet works. A major focus of this chapter is Web 2.0 applications, and the emerging Internet II that is now under development and will shape the future of e-commerce. Chapter 4 builds on the Internet chapter by focusing on the steps managers need to follow in order to build a commercial Web site. This e-commerce infrastructure chapter covers the systems analysis and design process that should be followed in building an e-commerce Web site; the major decisions surrounding the decision to outsource site development and/or hosting; and how to choose software, hardware, and other tools that can improve Web site performance. Chapter 5 focuses on Internet security and payments, building on the e-commerce infrastructure discussion of the previous chapter by describing the ways security can be provided over the Internet. This chapter defines digital information security, describes the major threats to security, and then discusses both the technology and policy solutions available to business managers seeking to secure their firm's sites. This chapter concludes with a section on Internet payment systems. We identify the stakeholders in payment systems, the dimensions to consider in creating payment systems, and the various types of online payment systems (credit cards, stored value payment systems such as PayPal, digital wallets such as Google Checkout and others).

Part 3, "Business Concepts and Social Issues," focuses directly on the business concepts and social-legal issues that surround the development of e-commerce. Chapter 6 focuses on e-commerce consumer behavior, the Internet audience, and introduces the student to the basics of online marketing and branding, including online marketing technologies and marketing strategies. Chapter 7 is devoted to online marketing communications, such as online advertising, e-mail marketing, and search-engine marketing. Chapter 8 provides a thorough introduction to the social and legal environment of e-commerce. Here, you will find a description of the ethical and legal dimensions of e-commerce, including a thorough discussion of the latest developments in personal information privacy, intellectual property, Internet

governance, jurisdiction, and public health and welfare issues such as pornography, gambling, and health information.

Part 4, "E-commerce in Action," focuses on real-world e-commerce experiences in retail and services, online media, auctions, portals, and social networks, and business-to-business e-commerce. These chapters take a sector approach rather than a conceptual approach as used in the earlier chapters. E-commerce is different in each of these sectors. Chapter 9 takes a close look at the experience of firms in the retail marketplace for both goods and services. Chapter 9 also includes an "E-commerce in Action" case that provides a detailed analysis of the business strategies and financial operating results of Amazon. Additional E-commerce in Action cases will be available online at the authors' Web site for the text, [www.azimuth-interactive.com/ecommerce7e](http://www.azimuth-interactive.com/ecommerce7e). Chapter 10 explores the world of online content and digital media, and examines the enormous changes in online publishing and entertainment industries that have occurred over the last two years. Chapter 11 explores the online world of social networks, auctions, and portals. Chapter 12 explores the world of B2B e-commerce, describing both electronic Net marketplaces and the less-heralded, but very large arena of private industrial networks and the movement toward collaborative commerce.

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