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Electronic Commerce

From Vision to Fulfillment

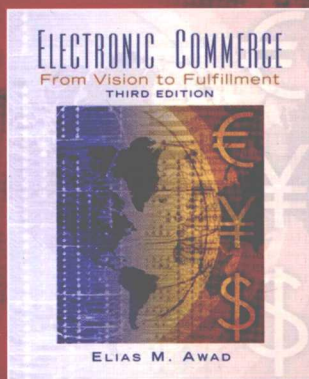
Third Edition

电子商务

从愿景到实现

(英文注释版·第3版)

[美] Elias M. Awad 著



人民邮电出版社
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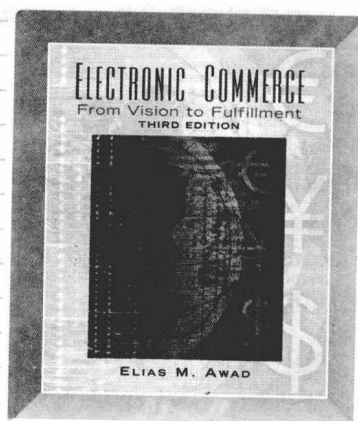
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内 容 提 要

本书按生命周期整合了电子商务的概念、方法、过程和技术等各个方面,是一本综合性的介绍电子商务理论和实践的好书。全书分为5个部分,分别讨论了电子商务的起源和发展、技术基础和体系结构、商业策略、安全系统和支付体系,以及管理与客户关系问题。本书内容丰富,案例分析详实,涉及了一些诸如博客、间谍软件、广告软件等最近流行的对电子商务发展产生很大影响的新话题。

本书可作为高等院校计算机、电子商务、管理、MBA等专业电子商务课程的教材。

图灵原版计算机科学系列

电子商务:从愿景到实现(英文注释版·第3版)

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PREFACE

前 言

Welcome to the world of online, real-time, just-in-time e-commerce and e-business via the Internet—the superhighway of today's commerce here and abroad. Whether it is e-commerce, e-business, supply chain, or networking global business, the goal of this maturing industry is to improve the quality of life and the quality of time. There is virtually nothing today that is not affected by the electronics that bring people, technologies, and processes together in the interest of time saving, efficiency, productivity, and human comfort. Even the nonprofit sector from churches to schools, has adopted the World Wide Web to establish a presence.

供应链

非营利性行业
树立形象

平庸人的绞索

The Internet is the foundation for a new industrial order. *It is a noose for mediocrity.* The e-corporation is combining computers, the Web, and enterprise software to change everything about how it operates. The Net is about choice, freedom, and control. The Net is about pull (not push) advertising and marketing goods and services. Consumers can now shop and get the truth. Retailers come to customers *not* like the old days and ways. Everything is an auction. It is the end of geography. Products and information about goods and services come to my place, during my convenient time.

拍卖

The famous scientist Albert Einstein once said, "I prefer imagination over knowledge." If e-commerce were there during his time, he probably would have said, "I prefer creativity through imagination, knowledge through experience, and profitability through competitive advantage." E-commerce offers all these. It is an American invention and will go down in history as the mark of leadership through creativity, adding value to customers worldwide. Whether you are a student or a venture capitalist, you should benefit from the fundamentals and technologies that make e-commerce a reality. This is what this edition is all about.

竞争优势

通过创新而领先
风险投资人

As you begin reading this text, you will find that the Internet and the World Wide Web are not that safe or sound. The number one concern is security of navigation. For clean and intact messages, purchase orders, and business traffic, you have to build firewalls and install software that is anti-spam, anti-spyware, anti-adware, anti-pop up ads, and anti-phishing, relying on encryption to secure sensitive traffic. You can expect hackers, cookies, and intelligent "agents" to monitor your pattern of navigation and your preferences for certain sites so they can send you junk e-mail or refer your profile to unwanted ads that often bring nothing but headache and chaos to the privacy of your office, home, or business. All these problems and how to eliminate them are explained in this edition.

通信

垃圾邮件
网上钓鱼
导航模式
无用的

Speaking of security, we discuss the USA Patriot Act approved by Congress as a result of the tragic events of September 11, 2001, to show how terrorists and the criminal community use the Internet to prosper and promote the traffic of evil and money

法案

恐怖分子
犯罪团伙

洗钱/玷污

laundering. Criminals and hackers do more than their share to blemish the goodness of the Internet. Unfortunately, these events are all part of the total picture surrounding e-commerce.

写作目的

WHY THIS BOOK?

正在成熟中的

This edition is designed to provide you the necessary tools and technology to enter the maturing commerce on the Internet. The book is designed around a “front end,” “back end,” and a lot in between. The “front-end” is what you see—the Web site, the information displayed to attract you to shop for goods and services. The “back end” explains how the e-merchant connects to the supplier, wholesaler, or manufacturer to ensure “ready to ship” products through the supply chain and add to the value chain. What is in between is the technology and the architecture that network customers to retailers, retailers to banks for payments, and retailers to suppliers for delivery night and day.

商品

批发商

随时可发货

连接

Boxes and tables have been updated to reflect recent or current events. The entire book has been revisited, reedited, or reworked. New topics such as spyware, blogging, adware, phishing, CRM, and the USA Patriot Act have been introduced. There is more text and better content than what you will find in the competition. The focus is on learning and doing as we explore e-commerce in a serious way. What is more, the entire work is integrated around a life-cycle approach from “vision” or strategic planning to “fulfillment” for delivery of products and service on time—all with the goal of customer satisfaction.

间谍软件

博客

其他同类书

愿景

实现

Clearly, we are in the midst of exciting events. E-commerce has reached a level of maturity that separates the men from the boys.^① The methodology is becoming standardized and the technology is gaining credence so that those who enter e-commerce tend to stay longer, relying on professionals and facing informed customers. This leading-edge industry is already complementing established IT courses and business practice at the undergraduate and graduate levels. Additionally, this edition incorporates in writing style and content over four decades of the author's academic and industrial experience.

获得信赖

有见识的

成形的

凝聚

This edition stands out in terms of lucidity, ease of learning, and the approach taken to integrate concepts, methodologies, processes, and technologies via a life-cycle approach to e-commerce. It is truly exciting to know how to strategize reality and potential, how to evaluate and design Web sites, how to launch an e-commerce site or link to e-business from scratch, and how wireless technology is making it easier to shop and communicate with people and businesses everywhere.

出色

规划战略

从零开始

As a prospective e-entrepreneur, you will begin to learn how to market your products or service, how you are assured of payments, the goodness of security, the laws and ethics of the new industry, and the building blocks that protect your business through the maze of the Internet. Managerial and organizational implications are cited at the end of each chapter to note the relationship between the business and technology that makes it possible.

潜在的e企业家

职业道德

迷宫

读者对象

WHO SHOULD READ THIS BOOK?

This edition is an ideal choice for undergraduate students majoring in IT, management, finance, marketing, accounting, or e-commerce. Students majoring in computer science or systems engineering also will find the approach, content, and treatment of the technology

讨论, 处理

① 比喻电子商务已由孩童长大成人。

in a business environment an appropriate addition to their fields of concentration. First-year MBA or MS students will benefit from the technology and practical orientation presented in the text.

Likewise, professionals, general managers, and practitioners in general can use this text as a reference or as a way to learn e-commerce. They include Webmasters, ISP technicians, CIOs, systems designers, project managers and planners, e-commerce sales staff, suppliers, vendors, and e-commerce consultants. 首席信息主管

组织结构

BOOK ORGANIZATION

This text is organized into five parts. Each part represents a key step in the e-commerce process. An index is provided at the end of the text.

Each chapter begins with a set of learning objectives and “In a Nutshell,” which highlights the main points of the material and what to expect in the chapter. Chapter content includes boxes, easy-to-read figures, and tables designed to help to summarize essential details. Definitions of key terms are available in the margin where first cited. Each chapter ends with a comprehensive summary, terms to learn, review (Test Your Understanding) questions, discussion questions, and Web exercises. References for further review are provided at the end of the book. 边栏

要事先办

PART I: FIRST THINGS FIRST

Chapter 1 is a refreshing overview of e-commerce—the good life in blogging, the digital divide, e-learning, definitions of e-commerce and its main drivers, myths worth noting, pros, issues, and constraints related to security, data integrity, fulfillment and customer relations problems, cultural and language issues, and the high risk of Internet startup. Also covered is the value chain and integrating e-commerce. The latter topic includes supply chain management, business-to-business, business-to-consumer, business-within-business, and business-to-government. A number of commerce business models such as storefront, click-and-mortar, service provider, subscription-based access, broker, advertiser, portal site, free access, virtual mall, virtual community, and infomediary are also discussed. The chapter ends with implications for management practice. 令人耳目一新的
数字鸿沟/驱动力
/不正确的说法
铺面/网络加实体
门户/商城/社区
信息中介

Chapter 2 focuses on the World Wide Web—Web search elements, the search engine, search engine optimization, Internet service providers and their functions and offerings, Web fundamentals and the role of URLs and HTTPs in helping you navigate on the Internet, and Internet services and languages. A distinction between the Internet and the WWW also is made throughout the chapter.

电子商务的技术

PART II: THE TECHNOLOGY OF E-COMMERCE

Chapter 3 presents comprehensive coverage of Internet architecture. It begins with a description of a network and how information is transferred via standards and protocols from the browser to the Web server and back. The chapter also talks about video and movie standards, how to pick and register a domain name, and the basics of the OSI reference model. A summary of the necessary network hardware, cable types, and network components (hubs, switches, routers, and gateways) is included toward the 集线器/交换机/
路由器/网关

内联网
外联网
外包
即时消息

托管

蓝牙

演进中的

end of the chapter. A section on the key steps in designing a network and how to manage the corporate network also is included.

Chapter 4 covers the makeup, design, and contributions of intranets and extranets. More specifically, it explains the technical infrastructure, how to plan for an intranet installation, and whether a company should build it or outsource it. E-mail, spamming, e-mail etiquette, blogging, and instant messaging are also covered. For extranets, heavy emphasis on the role of supply chain management concludes the chapter.

Chapter 5 shows how to host your Web site—how ISPs really work, types of ISPs, their structure and services, how to choose an ISP, what to consider, and how to register your domain name. Application service providers are also discussed.

Chapter 6 is devoted to mobile (wireless) business: why wireless is gaining in popularity, the role of Wi-Fi as a standard, how wireless technology is employed, with special emphasis on Bluetooth protocols and applications, wireless security issues and concerns, wireless application protocol, along with security and legal issues. Finally, mobile banking as an evolving technology is also covered.

数字化战略和战术

PART III: E-STRATEGIES AND TACTICS

Chapter 7 addresses Web site design. Specifically, it begins with the justification for a Web site, the life cycle of site building, how to build Web sites, creating user profiles, the importance of cultural differences, design criteria such as appearance, viewability, scalability, and security, and what to look for in hiring a Web designer. This is a critical chapter that sets the tone for the user-merchant interface.

The focus of Chapter 8 is on how to evaluate Web sites and manage Web traffic. It begins with an anatomy of a Web site, and discusses the use of color and its psychological effects, color and cultural age, gender, and class differences, geometric shapes and gender differences, and what to consider for the color blind and those with impaired vision. The chapter also covers site evaluation criteria, how to delete and reject cookies, and the criteria that make a Web site usable. Web site content and traffic management also are discussed. At the end of the chapter, reliability and user testing and the role of Web site administration is explained in detail.

Chapter 9 is about the skills and techniques that are unique to Internet marketing. It begins with the pros and cons of online shopping, Internet marketing techniques, the concept of permission marketing,^① and the marketing cycle. The second part of the chapter explores ways of marketing presence, how to promote your site on the Internet, how to attract customers, how to account for cultural differences, and how to predict buying behavior. Customization and personalization issues are also covered. Finally, customer relationship management (CRM) is discussed in detail to emphasize the increasing role of this area of service in e-commerce.

Chapter 10 is about Web portals and Web services. Specifically, the chapter begins with the evolution and key characteristics of portals, portals and business transformation, and enterprise portal technologies, including key functionalities, collaboration, content management, and use of intelligent agents. Knowledge portals, Web services and portals, and mobile Web services are also covered. The chapter concludes with brief coverage of who is building enterprise portals, who sponsors enterprise portals, and portal product selection.

定下基调

解剖
性别
色盲/受损的

利弊

形象宣传
考虑

智能代理
以……结束

① 见正文P272。

Chapter 11 is a comprehensive coverage of Web-based business-to-business e-commerce. Supply chain management, B2B building blocks and integration challenges, building models, and tools are heavily emphasized.

Chapter 12 addresses ethical, legal, and international issues related to e-commerce. In the ethical issues section, we cover major threats to ethics, the privacy factor, and the role of the professional ethicist. Legal issues relate to tort law on the Internet, copyrights, trademarks, and trade names. The taxation issue, online gambling, encryption laws, and legal disputes on the Internet are especially emphasized. International issues, especially the ones affecting developing countries, and the issue of intellectual property make up the bulk of the material.

侵犯
商标/商号
争论
知识产权
大部分

安全威胁与支付体系

PART IV: SECURITY THREATS AND PAYMENT SYSTEMS

Chapter 13 devotes full attention to the concept and serious nature of e-security. The critical components include security in cyberspace (ID theft, “phear of phishing,”^① and the many woes of the password), how to design for security, how much risk a company can afford (keeping in mind hackers, viruses, and cybercrime), the privacy factor, how to protect against various types of viruses, and how to recover from security failure. The role of biometric security, how to build a response team, security protocols resulting from the USA Patriot Act, and money laundering are also discussed.

麻烦
防范

Chapter 14 is about encryption. The focus is on cryptographic algorithm, authentication and trust, digital signatures, major attacks on cryptosystems, digital certificates, and Internet security protocols and standards. Government regulations that relate to encryption are also covered.

法规

Chapter 15 is about e-payments and how merchants get paid. The chapter explains money properties, Internet-based systems requirements, and electronic payment media such as credit cards, debit cards, smart cards, digital cash, e-cash, and the e-wallet. Electronic funds transfer and Automated Clearinghouse processes are also covered.

借记卡

管理问题和客户相关问题

PART V: MANAGERIAL AND CUSTOMER-RELATED ISSUES

Chapter 16 focuses on the procedure and mechanics of launching a new business on the Internet. It begins with strategizing reality (planning), followed by considering the necessary hardware, software, security, and setup phase. The next step is the actual design phase, which brings up Web site design, the storefront, and whether the work should be done by the company’s IT staff or outsourced to professionals. The last three steps are marketing, fulfillment, and maintenance. Each step is covered in some detail in the chapter.

致谢

ACKNOWLEDGMENTS

As this author sees it, a textbook is a project, not a document. Once a prospectus has been adopted, an editor takes the lead, assembling a team of reviewers, a copyeditor, a production manager, and others on the staff to see to it that the manuscript gets the best treatment before it becomes a text. This author is grateful to see this text adopted by an experienced team and a premier publisher.

选题策划书
牵头
确保
本作者
最著名的

① 见P408~P411。

保证了

I wish to acknowledge with gratitude the following reviewers, whose comments and wisdom ensured a respectable edition: Cihan Cobanoglu, University of Delaware; Thomas Dillon, James Madison University; Anthony Gauvin, University of Maine; Cherie Henderson, University of Texas, Austin; Mirza Murtaza, Middle Tennessee State University; Alan Paradise, Washington University, St. Louis; Dien Phan, St. Cloud State University; Catherine Roche, Rockland Community College; Ming Wang, California State University, Los Angeles.

教练

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贝鲁特（黎巴嫩首都）

在时间要求内
手稿

Transforming a manuscript into a respectable text is never an easy task. I want to thank Melissa Feimer, Production Editor at Prentice Hall Business Publishing, for a great job managing this project from the home office. I am especially thankful to Amanda Hosey Dugan, Senior Project Editor at Thistle Hill Publishing Services, for her diligence, communication skills, and for the professional treatment of this manuscript through the production process.

公司本部

献给

This edition is dedicated to Dr. Houston “Tex” Elam, a long-time colleague and a special friend, who in 1962 foresaw the potential of computers in industry and government. His vision at the time was shared by only a handful of people nationwide. His invaluable advice led to my first publication, *Business Data Processing* (Prentice Hall, 1965) and set my academic and consulting IT career ever since.

少数几个人

自那以后

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PART I FIRST THINGS FIRST

CHAPTER

THE DAWN OF A MATURING INDUSTRY

一个成长中的产业的晨曦

学习目标

Learning Objectives

The focus of this chapter is on several learning objectives:

- Conceptual understanding of e-commerce, e-business, and e-strategy
- Drivers
- The rise of specialized Web sites such as blogs
- Value-chain and supply-chain management and how they relate to e-commerce and e-business
- Business models of the e-environment
- A trend toward integrating e-commerce

商业模式

简介

IN A NUTSHELL

If you have a personal computer (PC) with a browser, you can connect to the Internet and do business online. No more worries about programming. No more looking for phone numbers, paying long-distance charges, or keeping the store open late into the evening. Just get on the Web, launch an online store, and watch your business grow. It is that straightforward.

长途电话费

那么地

Welcome to the wired world of business, where technology, human talent, and a new way of doing business make up today's growing worldwide economy. The backbone of electronic commerce is the Internet. The wired world is not about technology; it is about information, decision making, and communication. The wired world is changing life for everyone—from the individual household to the largest corporation. No business can afford to ignore the potential of today's connected economy.

支柱

家庭
企业

If you look closely at the changes that have taken place during the past two decades, you find that computers, information technology, and networking have joined together to replace labor-intensive business across industries and in government. In banking, for example, the change has been seen in the widespread use of automated teller machines

劳动密集型
自动柜员机