

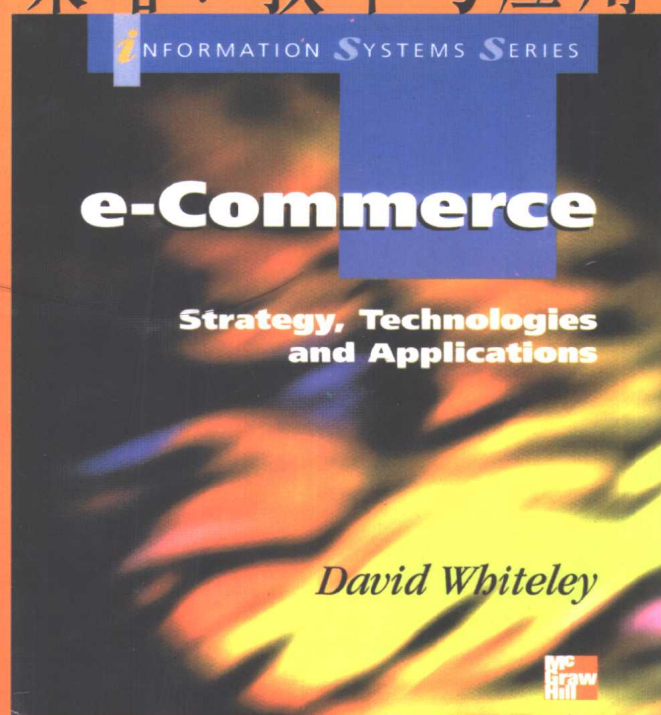
网络先锋 电子商务英文版系列

E-Commerce

Strategy, Technologies and Applications

电子商务

策略、技术与应用



[英] David Whiteley 著



清华大学出版社
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推 荐 序

电子商务是当前的竞争热点。随着众多关注的目光投向该领域,以电子商务为主题的书籍如雨后春笋般地涌现。但是,其中大部分是介绍电子商务技术,或以电子商务技术为主要内容。电子商务作为一种新兴商务模式,理应有更多的企业和商务人员介入,而不仅仅是IT企业炒作的概念。电子商务的成功与否将取决于是否能获得足够的商业利润,而不是网络公司的股票价格。

《电子商务——策略、技术与应用》一书是英国曼彻斯特都市大学电子商务研究专家 David Whiteley 的最新研究成果。该书抛开了对互联网发展历程和相关技术的烦琐描述,而是从商务流程分析入手全面系统地介绍电子商务的应用。本书作者力图向我们展示的是一幅电子商务的商业图景,而不是技术图景。

作者首先对电子商务进行了定义:电子商务是异地商业伙伴间利用电子通信手段形成交易协议并执行交易的商务过程,消除人们对电子商务认识上的误区。作者将电子商务活动按应用类型分成三类:1) 为客户提供搜索所需产品或服务的工具电子商务应用——电子市场;2) 为提高不同商业机构间(有稳定贸易关系)不断重复的商贸活动效率的电子商务应用——EDI;3) 基于互联网宣传产品和服务,并可完成一次性交易(无稳定贸易关系)的商业应用——互联网电子商务。并以商务流程分析为基础,对三类电子商务模式进行了分析。其次,作者以价值链分析、竞争优势分析、商业策略分析为基础,阐述在当今电子时代的商务发展策略,并以航空订座系统为例进行了详细论述。作者在第三部分以分析企业间的商务过程为切入点,对 B2B 电子商务的特点进行了论述,而且对电子市场、EDI 和互联网商务三种电子商务类型在企业间交易活动中的应用进行了讨论。最后,作者从分析 B2C 电子商务的优势与不足、互联网购物流程入手,对基于互联网的 B2C 交易及相关基础技术、业务类型进行了分析。很明显,作者通过考察商务流程,分析计算机和网络通信技术在各种交易模式的应用,向读者展现了当代电子商务的全貌。可以说,该书为网络企业的管理人员和商务人员了解电子商务提供了便捷之路。

随着电子商务的发展,越来越多的人认识到电子商务的主体是商务,技术是手段,对电子商务活动展开深入商务理论研究已成为必然。相信该书影印版的出版将会一定程度上促进我国管理人员和商务人员对电子商务的了解。

梅绍祖

2000年6月于北京科技大学

11/946/10

*What we call 'Progress' is the exchange of
one nuisance for another nuisance.*

H. H. Havelock

Acknowledgements

My thanks to the many colleagues in Manchester and throughout the world who contributed to my thinking on e-Commerce. I enjoyed the discussions and the disputes.

Particular thanks go to Professor Andy Bytheway and Pamela Quick. Andy spent much time helping me towards a coherent structure for the book at a time when he was extremely busy making a move from England to the University of the Western Cape. Pam read the whole book, in bits as I got it ready, and suggested corrections and improvements in the sympathetic way that only Pam can.

Thanks are also due to Lena Dominelli, Keith Miller and Ning Zang for their help, encouragement and support.

The way I see e-Commerce does not always match the views of my colleagues. The views in this book are my own, as are the errors and omissions that may have survived the reviewing and editing process.

DaveW

Preface

Electronic Commerce, or e-Commerce as we shall refer to it, is a hot topic. The press has just discovered it; governments and boardrooms see it as the essence of business strategy, and stock markets have gone mad for any company with a small turnover, large losses and an Internet connection.

The Internet and e-Commerce need some perspective. The first perspective is that e-Commerce did not just happen in 1998. Car companies and supermarkets have been doing e-Commerce for many years; their e-Commerce technology is called electronic data interchange (EDI). Airline seats have also been sold using e-Commerce systems; that technology is called an electronic market. The French public have also been doing it since 1983, but they do it in French with a system called Télétel.

This book looks at all three of these e-Commerce technologies: EDI, Electronic Markets and Internet e-Commerce. The examination encompasses both the business case for e-Commerce systems and the technology required for their implementation.

Part 1 is a single chapter. It looks at definitions of e-Commerce and introduces the concept of a trade cycle analysis, a model that will be further developed in the remainder of the book.

The business case for e-Commerce is examined in Part 2. Business use of e-Commerce is examined in the context of the value chain and competitive advantage systems. An approach to developing a business strategy for e-Commerce is proposed. The business study is rounded off with an examination of e-Commerce in the passenger air transport industry.

Business to business transactions are characterised by formalised trade exchanges within long-term supplier relationships. Part 3 looks at the use of all three e-Commerce technologies for business to business transactions but concentrates on the use of EDI for regular, repeat trade transactions.

Part 4 examines the use of e-Commerce for business to consumer transactions. Consumer e-Commerce is, for most organisations, the latest element of e-Commerce. The principal technology is the Internet; the web and the use and implementation of e-Shops is examined.

The book is completed in Part 5 by the concluding chapter. The three e-Commerce technologies facilitate an electronically co-ordinated value chain – arguably a pre-requisite for the competitive implementation of e-Commerce systems.

XVIII PREFACE

The book is planned for use both by students and business people:

- For the student reader the book covers the full range of topics that might reasonably be expected on an Information Technology / Information Systems, e-Commerce course. The book includes suggestions for exercises and further reading at the end of every chapter.
- For the business reader the book presents the business case but also makes clear the practical implications of implementing e-Commerce systems, a combination not normally available in business books.

The book includes an introduction to EDI Standards and to formatting a web page using HTML.

The book is accompanied by extensive supporting material on the web. The use of the web allows for additional material and examples and it includes an 'e-Commerce kit'. The web material is to be updated on a regular basis and enables us to keep the overall package up-to-date with developments in this fast moving field.

The web site for the book is at: <http://www.mcgraw-hill.co.uk/textbooks/whiteley>.

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网络先锋系列图书

电子商务：管理·技术·应用

电子商务管理指南

电子商务系统设计实务

知识管理——网络应用实作指南

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