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BtoC 电子商务开发

（影印版）

eCommerce Development: Business to Consumer

- 结合实际的演练
- 深入专业的培训
- 电子商务开发人员的密友

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北京大学出版社
http://cbs.pku.edu.cn

Microsoft® Mastering

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内 容 简 介

本书面向 B-C 电子商务，介绍如何运用 Microsoft Site Server 3.0 Commerce Edition，建立电子商务解决方案，实现产品和服务的网上销售。全书内容包括：B-C 电子商务的规划，使用 Site Foundation 和 Site Builder Wizards 创建新站点，使用 Activex Data Objects 自定义在线产品目录，购物卡的实施与管理，定单处理过程中的安全问题，货款与交易的处理，捕获客户信息以及跟踪定单，等等。

本书写作水平较高，兼具实用性和前瞻性，并且配有光盘，可以边学边练，适合从事电子商务理论研究和实践活动的人士阅读。

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著作权合同登记号：图字 01-2000-3924 号

书　　名：BtoC 电子商务开发（影印版）
责任著作者：Microsoft 公司
标 准 书 号：ISBN 7-900629-66-1/TP・50
出　版　者：北京大学出版社
地　　址：北京市海淀区中关村北京大学校内　100871
网　　址：http://cbs.pku.edu.cn
电　　话：出版部 62752015　发行部 62765128　62754140　编辑室 62765126
电 子 信 箱：wdzh@mail.263.net.cn
印　刷　者：中国科学院印刷厂
发　行　者：北京大学出版社
经　销　者：新华书店
787 毫米×1092 毫米　16 开本　25.75 印张　630 千字
2000 年 12 月第 1 版　2000 年 12 月第 1 次印刷
定　　价：80.00 元

出 版 前 言

如果用一个成语来概括国内计算机图书市场的现状，当谓之“汗牛充栋”。然而，如果您是一位从事计算机应用系统开发或管理的中、高级专业人士，很可能发现这貌似种类齐全的计算机图书中，为您量身定做的并不多见。

依据多年从事计算机图书工作所积累的经验，以及与 IT 领域广泛而深入的接触所获取的信息，我们认识到，具有相当的专业深度和技术前沿性的图书，是计算机专业人员的迫切需要，当然，也是我们从事计算机图书工作、服务专业领域的一大着眼点。

基于这一点，2000 年元月，我们与微软出版社(Microsoft Press)达成合作协议，成立微软图书影印中心，独家代理微软出版社图书影印版在中国大陆的出版、发行，为 IT 业界提供及时的专业技术服务。选题和策划上的匠心独运，使得我们的影印书成为计算机图书中的标新立异者。这里，有四大特色值得读者朋友予以关注：

首先，这是微软出版社第一次授权在中国大陆影印、发行它的版权书。在选题上，可以说独辟蹊径。在内容上，立足技术广度和深度，系统推介微软产品。所有这些，都是目前国内一般计算机图书所无法比拟的。

其次，我们的理念是为国内计算机专业人员学习前沿性的微软技术提供服务。为此，我们不但与微软公司紧密协作与沟通，及时掌握微软最新技术动向，而且组织了精干的工作人员，倾力于微软影印书的出版和发行。

再者，微软影印书主要面向中、高级专业人员，印量有限。这类书的读者对象有较强的针对性，一般来说，包括 IT 决策人员，中、高级开发人员，以及中、高级系统管理人员。因而，我们将每套书的印数控制在 1000~2000 册之间。

最后，微软图书影印版几乎与原版书保持同步发行，最大限度地满足了国内读者跟踪微软最新技术的需求。软件升级越来越快，新软件令人目不暇接。作为技术载体之一的图书，只有迅速作出反应，把新软件介绍给读者，才能赢得他们的青睐。总之，兵贵神速，这是我们的目标。

正应验了前人的预言，21 世纪是一个信息时代。软件作为信息系统的神经，在我们生活的这个时代里发挥着举足轻重的作用，而微软公司和它推出的各种软件，更是令世人为之瞩目。我们将立足图书，继续并扩大与微软公司的合作，在中国信息产业的发展道路上留下自己的足迹。

出版者

2000 年 10 月

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About This Course

This course is intended for solution developers, companies that are starting to sell goods and services over the Internet, Certified Technical Edition Center (CTEC) trainers, commerce ISPs, and Web developers.

Prerequisite Skills

This book is designed for software developers who have a extensive experience in developing applications for the Internet. Before starting this book, you should be familiar with the following:

- Microsoft Visual InterDev as a development tool
- Microsoft Visual Basic Scripting Edition or some other scripting language
- ActiveX Data Objects (ADO) for accessing a local database
- SQL queries, recordsets, and cursors
- HTML
- Data Source Name (DSN)
- SQL and Microsoft Windows NT security

Course Content

The course content is organized into the following nine chapters:

Chapter 1: Understanding Electronic Commerce

Provides an introduction to electronic commerce (including the Commerce Server), an overview of the shopping process and a tour of a sample site.

Chapter 2: Building a Site

Shows students how to use the Site Foundation Wizard and the Site Builder Wizard to create a new site.

Chapter 3: Enhancing the Product Catalog

Shows students how to modify a wizard-generated site and use ADO to display product information.

Chapter 4: Managing a Shopping Cart

Shows students how to manage a shopping cart and implement upsell promotion.

Chapter 5: Processing Orders

Shows students how to create an order processing pipeline by using the plan template.

Chapter 6: Checking Out

Shows student how to capture shopper information, compute order value, and create a scriptor component for computing tax.

Chapter 7: Completing the Purchase Process

Shows students how to use the Purchase template of the Order Processing Pipeline and secure financial transactions.

Chapter 8: Tracking Shopper Information

Shows students how to track shoppers by using cookies and a registration database.

Chapter 9: Implementing Business-to-Business Commerce

Shows students how to track orders from business partners.

Labs

Most chapters in this course include a lab that gives the student hands-on experience with the skills learned in the chapter. A lab consists of one or more exercises that focus on how to use the information contained in the chapter. Lab hints, which provide code or other information to help you complete an exercise, are included in Appendix A.

To complete the exercises and view the accompanying solution code, you will need to install the lab files that are found on the accompanying CD-ROM.

Lab Setup

Software installation

To complete the exercises and view the accompanying solution code, you will need to install the following:

- Microsoft Windows NT Server version 4.0 and Windows NT Service Pack 5
- Microsoft Internet Explorer 5.0
- Microsoft Internet Information Server, version 4.0, along with Microsoft Transaction Server, Front Page Server Extensions, Microsoft Index Server, and Microsoft Data Access Components
- Microsoft SQL Server, version 7.0
- SiteServer 3.0 Commerce Edition

Detailed instructions for installing the required software are located in Appendix B in this book.

Hardware requirements:

To run the software for this course, you should have the following:

- Personal computer with a 300 MHz Pentium II processor
- 128 megabytes (MB) of RAM
- 4-gigabyte (GB) hard disk
- 12X CD-ROM drive
- Network adapter
- 4-MB video adapter
- Super VGA (SVGA) monitor (17-inch)
- Microsoft Mouse or compatible pointing device
- Sound card with amplified speakers
- Internet access

Lab Scenario

The labs in this course have you build a fictitious bookseller named Five Lakes Publishing. During the course, you will:

1. Create the foundation for the store.

2. Create the store itself and connect it to a product database.
3. Add and delete products in the database.
4. Create and enhance catalog pages.
5. Add product-search and cross-sell capabilities to the site.
6. Create and manage a shopping cart.
7. Add price promotions for individual items.
8. Add upsell capability.
9. Process orders by using the order-processing pipeline.
10. Capture shopper and order information.
11. Secure the business transaction.
12. Track shopper information.

Review Questions

This course includes several review questions at the end of each chapter. You can use these questions to test your understanding of the information that has been covered in the course. Answers are provided on the page following the review questions.

CD-ROM Contents

The *Building E-Commerce Solutions: Business to Consumer* CD-ROM that is included with this book contains multimedia, lab files, practice files, and sample code that you may wish to view or install on your computer's hard drive. To view the content on the CD-ROM you must use an HTML browser that supports frames. A copy of Internet Explorer has been included with this CD-ROM, in case you do not have a browser that supports frames installed on your computer. Please refer to the ReadMe file on the CD-ROM for further instructions on installing Internet Explorer.

To begin browsing the content included on the CD-ROM, open the file default.htm.

Lab Files

The starting point and solution for each lab is included in the CD-ROM. If you installed the labs from the CD, these files are in the folder *<install Folder>*\Labs\Lab*xx* on your hard disk. If you did not install the labs, you can find

them in the folder \Labs\Lab*xx* on the CD-ROM. To install the lab files, go to the "Installing Course Files" page on the CD.

Note 4.9 MB of hard disk space is required to install the labs.

Multimedia

This course provides an audio/video demonstration that illustrates security concepts discussed in Chapter 7. The following icon will appear in the margin, indicating that a multimedia title can be found on the accompanying CD-ROM.

Multimedia Icon

Note You can toggle the display of the text of a demonstration or animation on and off by choosing **Closed Caption** from the **View** menu.

Sample Site

Included on the CD is the completed version of the sample site, Five Lakes Publishing. This is the final production version of the site on which you work throughout the book. It contains all of the files, and several user-interface enhancements, that would normally be found on a production site. Many of the user interface enhancements, however, were removed from the lab site to make it easier to work with.

Internet Links

The following icon appears in the margin next to an Internet link, indicating that this link is included on the accompanying CD-ROM.

Internet Link Icon

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Conventions Used In This Course

The following table explains some of the typographic conventions used in this course.

Example of convention	Description
Sub, If, Case Else, Print, True, BackColor, Click, Debug, Long	In text, language-specific keywords appear in bold, with the initial letter capitalized.
File menu, Add Project dialog box	Most interface elements appear in bold, with the initial letter capitalized.
Setup	Words that you're instructed to type appear in bold.
Variable	In syntax and text, italic letters can indicate placeholders for information that you supply.
[expressionlist]	In syntax, items inside square brackets are optional.
{While | Until}	In syntax, braces and a vertical bar indicate a choice between two or more items. You must choose one of the items, unless all of the items are enclosed in square brackets.

`Sub HelloButton_Click()`
`Readout.Text = _`
`"Hello, world!"`
`End Sub`
	This font is used for code.

ENTER	Capital letters are used for the names of keys and key sequences, such as ENTER and CTRL+R.
ALT+F1	A plus sign (+) between key names indicates a combination of keys. For example, ALT+F1 means to hold down the ALT key while pressing the F1 key.
DOWN ARROW	Individual direction keys are referred to by the direction of the arrow on the key top (LEFT, RIGHT, UP, or DOWN). The phrase "arrow keys" is used when describing these keys collectively.

table continued on next page

Example of convention	Description
BACKSPACE, HOME	Other navigational keys are referred to by their specific names.
C:\Vb\Samples\Calldlls.vbp	Paths and file names are given in mixed case.

The following guidelines are used in writing code in this course:

- When used at the end of a line of code, the underscore (_) character indicates that the code continues on the next line. Do not type this character when creating your SQL statements or editing pages in Visual Interdev.
- Keywords appear with initial letters capitalized:

```
' Sub, If, ChDir, Print, and True are keywords.
Print "Title Page"
```

- Line labels are used to mark position in code (instead of line numbers):

```
ErrorHandler:
Power = conFailure
End Function
```

- An apostrophe (') introduces comments:

```
' This is a comment; these two lines
' are ignored when the program is running.
```

- Control-flow blocks and statements in **Sub**, **Function**, and **Property** procedures are indented from the enclosing code:

```
Private Sub cmdRemove_Click ()
    Dim Ind As Integer
    ' Get index
    Ind = lstClient.ListIndex
    ' Make sure list item is selected
    If Ind >= 0 Then
        ' Remove it from list box
        lstClient.RemoveItem Ind
        ' Display number
        lblDisplay.Caption = lstClient.ListCount
    Else
        ' If nothing selected, beep
        Beep
    End If
End Sub
```

- Intrinsic constant names appear in a mixed-case format, with a two-character prefix indicating the object library that defines the constant. Constants from the Visual Basic and Microsoft Visual Basic for Applications object libraries are prefaced with "vb"; constants from the ActiveX Data Objects (ADO) Library are prefaced with "ad"; constants from the Excel Object Library are prefaced with "xl". Examples are as follows:

```
vbTileHorizontal
adAddNew
xlDialogBorder
```

For more information about coding conventions, see "Programming Fundamentals" in the MSDN Visual Basic documentation.

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