E-Commerce Basics: Technology Foundations and E-Business Applications

By William S. Davis, John Benamati

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In E-Commerce Basics, the authors introduce the basic technological infastructure and basic business issues to understand when analyzing the feasibility of e-commerce initiatives. The book uses a layered approach that first presents the basic web technology that supports all e-business, then presents the e-commerce business issues, and then revisits the technology to discuss the challenges in bringing businesses on to the web. Since the web wasn't created for business purposes, the issues of combining business applications in a technical environment are examined. This layered approach gives the reader an Understanding of the underlying infrastructure and how traditional business issues should be considered when considering e-commerce, and thus, makes it easier to grasp the strengths, limitations, and implications of various e-commerce solutions. When discussing the business of ecommerce the layered approach reflects on traditional business models used to measure successes, such as profit and return on investment. - Layered Approach - Takes a layered approach that stresses the technology infrastructure and the business issues surrounding the integration of business and technology. -

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Editorial Review

About the Author

William Davis- Professor Davis wrote his first program in 1967, back in the days when the title "hacker" was considered a compliment. In 1971, he joined the faculty at Miami University in Oxford, Ohio, where he began as a teacher who writes and evolved into a writer who teaches. Professor Davis is a very successful author whose previously published texts include *Computing Fundamentals: Concepts, Systems Analysis and Design, Productivity Tools, and The NECEN Voyage.*

John "Skip" Benamati- Dr. Benamati joined IBM in 1994 as a database administrator, and left as a corporate information technology (IT) consultant in 1994 to pursue his dream of sharing his real-world experience with students at the college level. With a Master's in Computer Science (Marist College, 1987) and Doctorate in Philosophy (Univ. of Kentucky, 1997), he joined Miami University's MIS department as an assistant professor in 1997. The focus of his doctoral and ongoing research is IT change and its effect on IT management. Dr. Benamati has published articles about IT change and e-commerce in numerous journals, and he continues to provide consulting services.

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