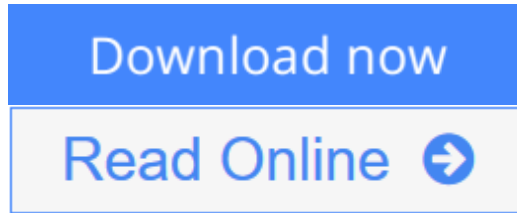# e-Business and e-Commerce How to Program

By Harvey M. Deitel, Paul J. Deitel, Tem R. Nieto

e-Business and e-Commerce How to Program By Harvey M. Deitel, Paul J. Deitel, Tem R. Nieto

Learn how to build winning e-Business/e-Commerce solutions, start to finish! In this 1000 page book, Harvey and Paul Deitel -- best-selling authors of the How to Program Series -- apply their proven methodology and signature "live code" approach to teaching Web-based e-Business/e-Commerce development! These programming techniques are ripped from the latest headlines! You'll find nearly 100 case studies and real-life examples from the world's leading e-Business sites, plus hundreds of demonstrations and simulations covering every key component, from shopping carts to intelligent agents. Hundreds of expert tips offer invaluable insight into good programming practices, common errors to avoid, maximizing performance, testing, debugging, and more. Whether you're building from scratch or choosing a turnkey solution, the Deitels cover every element of a complete e-Business/e-Commerce system: Architecture, hardware, software, development tools, networking, consulting -- even the legal, social, and marketing issues you'll have to contend with! The accompanying CD-ROM contains all source code from the book, software from multiple vendors, plus links to hundreds of Web-based demos and developer's resources! There's never been a more powerful resource for today's e-Business developer -- or tomorrow's! For every Web developer and administrator.

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e-Business and e-Commerce How to Program By Harvey M. Deitel, Paul J. Deitel, Tem R. Nieto Bibliography

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Editorial Review

From the Inside Flap
Preface

Live in fragments no longer. Only connect.
Edward Morgan Forster

Welcome to the exciting world of e-business and e-commerce. This book is by an old guy and two young guys. The old guy (HMD; Massachusetts Institute of Technology 1967) has been programming and/or teaching programming for 40 years. The two young guys (PJD; MIT 1991 and TRN; MIT 1992) have each been programming and/or teaching programming for 19 years. The old guy programs and teaches from experience; the young guys do so from an inexhaustible reserve of energy. The old guy wants clarity; the young guys want performance. The old guy seeks elegance and beauty; the young guys want results. We got together to produce a book we hope you will find informative, challenging and entertaining.

E-business and e-commerce are evolving rapidly, if not explosively. This creates tremendous challenges for us as authors, for our publisher—Prentice Hall, for instructors, and for students and professional people. Why We Wrote e-Business and e-Commerce: How to Program

Dr. Harvey M. Deitel taught introductory programming courses in universities for 20 years with an emphasis on developing clearly written, well-designed programs. Much of what is taught in these courses is the basic principles of programming with an emphasis on the effective use of data types, control structures, arrays and functionalization. Our experience has been that students handle the material in this book in about the same manner as they handle it in introductory Pascal or C courses. There is one noticeable difference though: students are highly motivated by the fact that they are learning three leading-edge scripting languages (JavaScript, VBScript and Perl) and a leading-edge programming paradigm (object-based programming) that will be immediately useful to them as they leave the university environment and head into a world of e-business and e-commerce in which the Internet and the World Wide Web have a massive new prominence.

Our goal was clear: produce a textbook for introductory university-level courses in programming and business for students with little or no programming experience, yet offer the depth and the rigorous treatment of theory and practice demanded by traditional, upper-level programming and business courses in order to satisfy professionals' needs. To meet this goal, we produced a comprehensive book that patiently teaches the concepts behind a successful e-business as well as the principles of control structures, object-based programming and various markup languages (HTML, Dynamic HTML and XML) and scripting languages (JavaScript, VBScript and Perl). After mastering the material in this book, students will be well prepared to take advantage of the Internet and the Web as they take upper-level courses and venture into the rapidly changing business world.

e-Business and e-Commerce How to Program is the seventh book in the Deitel/Prentice Hall How to Program series. It is distinguished by its focus on Web-based application development (emphasized in our server-side treatment) and using it to create effective online businesses.

We have emphasized color throughout the book. The World Wide Web is a colorful, multimedia-intensive medium. It appeals to our visual and audio senses. Someday it may even appeal to our senses of touch, taste and smell as well! We suggested to our publisher, Prentice Hall, that they should publish this book in color.

The use of color in this book is crucial to understanding and appreciating scores of the book's programs. From the start, the Web has been a color-intensive medium. We hope it helps you develop more appealing Web-based applications.

Many books about the Web concentrate on developing attractive Web pages. We certainly discuss that subject intensely. But more important, the key focus of this book is really Web-based applications development focused on building e-businesses. Our audiences want to build real-world, industrial-strength, Web-based e-businesses. These audiences care about good looking Web pages. But they also care about client/server systems, databases, distributed computing, etc. In the world of business, success depends on both marketing and reliability.

Many books about the Web are reference manuals with exhaustive listings of features. That is not our style. We concentrate on creating real applications. We provide the live-code examples on the CD accompanying this book so that you can run the applications and see and hear for yourself the multimedia outputs. One of the most exciting features of this text is an introduction to Macromedia's Flash—a cutting-edge multimedia technology for developing Web-based applications. It allows the user to develop interactive animated movies at a fraction of the size of traditional media file types. A Flash movie can be embedded into a Web site or run as a stand-alone program. You will learn how to make Flash movies with sound and interactive features that can be incorporated into your e-business Web sites.

The Web is an artist's paradise. Your creativity is your only limitation, but the Web contains so many tools and mechanisms to leverage your abilities that even if you are not artistically inclined, you can still create stunning outputs. Our goal is to help you master these tools and mechanisms so that you can maximize your creativity and development capabilities.

We are excited about the enormous range of possibilities the Internet and the Web offer. We performed extensive research for this book and located hundreds of Internet and Web resources (which we provide as live links on the CD-ROM that accompanies this book) to help you learn about building e-businesses. These links include general information, tutorials and demonstrations. Many of the demos are fun to try such as the E*TRADE investing game in which you can win cash prizes for participating in the demo. The resources also point you to lots of free stuff on the Internet.

This book is appropriate for students and professional people who wish to start their own ebusinesses. Many of the Internet and Web resources we include point you to turnkey solutions (some for a fee and some free) for creating e-businesses. You will also be able to use the programming technologies presented here to create e-businesses yourself (you will also need to connect with a bank and use an industrial-strength database system). Please read the tour of the book in Chapter 1 to familiarize yourself with the technologies we present for building real e-business and e; commerce applications.

We have worked hard to create hundreds of useful live-code examples to help you master Internet and Web programming quickly and effectively. All of the code examples are on the accompanying disk and are available for free download from our Web sites:

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We cover in depth Microsoft's Dynamic HTML as a means of adding "dynamic content" to World-Wide-Web pages. Instead of creating Web pages with only text and static graphics, we use Dynamic HTML to make Web pages "come alive" with audios, videos, animations, interactivity and three-dimensional imaging. Dynamic HTML's features are precisely what businesses and organizations need to meet today's information processing requirements. Teaching Approach

E-Business and e-Commerce How to Program contains a rich collection of examples, exercises, and projects drawn from many fields to provide the student with a chance to solve interesting real-world problems. The book concentrates on the principles of good software engineering and stresses program clarity. We avoid arcane terminology and syntax specifications in favor of teaching by example. The book is written by educators who spend most of their time writing about, and teaching, edge-of-the-practice programming topics in industry classrooms worldwide for Deitel & Associates, Inc. The text emphasizes good pedagogy.

Live-Code Teaching Approach
The book is loaded with hundreds of live-code examples. This is the focus of the way we teach and write about programming, and the focus of each of our multimedia Cyber Classrooms as well. Each new concept is presented in the context of a complete, working program immediately followed by one or more windows showing the program's input/output dialog. We call this style of teaching and writing our live-code approach. We use programming languages to teach programming languages. Reading these programs is much like entering and running them on a computer.

E-Business and e-Commerce How to Program first explains cutting-edge technologies and business models that are changing the way commerce is conducted, then shows how to create ebusiness Web sites starting with HTML programming, then rapidly proceeding to programming in JavaScript, Microsoft's Dynamic HTML, VBScript, Perl and XML. Students really want to "cut to the chase." There is great stuff to be done in all these languages, so let's get right to it! Web programming is not trivial by any means, but it's fun and students can see immediate results. Students can get graphical, animat

From the Back Cover

The authoritative introduction to e-Business and e-Commerce programming.

This new book by the world's leading programming language textbook authors carefully explains how to program multi-tiered, client/server, database-intensive, Web-based, e-Business and e-Commerce applications.

Dr. Harvey M. Deitel and **Paul J. Deitel** are the principals of **Deitel & Associates, Inc..** the internationally-recognized corporate training and content-creation organization specializing in C++, Java™, C, Visual Basic®, XML, Python, Perl, Internet, World Wide Web and object technologies. The Deitels are also the authors of the world's #1 Java and C++ textbooks, *Java How to Program, 3/e* and *C++ How to Program, 3/e* .

In *e-Business & e-Commerce How to Program* , the Deitels and their colleague, **Tem R. Nieto**, discuss topics you need to build complete, working e-Businesses including:

- e-Business models, B2C and B2B
- JavaScript™, VBScript®, Perl/CGI
- TML, CSS™, XML, XSL™ ASP
- Dynamic HTML, ActiveX® controls
- Security, SSL, SET, cryptography
- Hardware, software, communications
- Building shopping cart/auction sites
- Macromedia® Flash™, animation
- Online payments, Internet marketing
- Database, SQL, ADO; objects, events
- Graphics (Ultimate Paint), GUI/multimedia

- Microsoft® Personal Web Server
- Streaming media, Frontpage® Express
- Speech synthesis and recognition, WAI™
- DHTML filters, transitions, data binding
- Building storefront/comparison-pricing sites

e Business & e-Commerce How to Program includes extensive pedagogic features:

- Hundreds of "live-code" programs with screen captures that show exact outputs
- Extensive self-review exercises (many with answers) accompanying each chapter
- Hundreds of tips, recommended practices and cautions—all marked with icons *e-Business & e-Commerce How to Program* is the centerpiece of a complete family of resources for teaching and learning how to build real, working e-businesses, including Web sites (www.deitel.com and www.prenhall.com/deitel) with the book's source-code examples and other information for faculty, students and professionals; optional interactive CD-ROM (*e-Business & e-Commerce Programming Multimedia Cyber Classroom*) containing thousands of hyperlinks and audio walkthroughs of the hundreds of code examples in the book— and e-mail access to the authors at deitel@deitel.comFor information on worldwide corporate on-site seminars and Web-based training offered by Deitel & Associates, Inc., visit: www.deitel.comFor information on all current and forthcoming Deitel/Prentice Hall publications including *How to Program Series* books, *Multimedia Cyber Classrooms, Complete Training Courses* (that include Deitel books and Cyber Classrooms) and *Web-Based Training Courses* please see the last few pages of this book.

About the Author

DR. HARVEY M. DEITEL CEO of Deitel & Associates, Inc., has 40 years experience in the computing field including extensive industry and academic experience. He is one of the world's leading computer science instructors and seminar presenters. Dr. Deitel earned B.S. and M.S. degrees from the Massachusetts Institute of Technology and a Ph.D. from Boston University. He worked on the pioneering virtual memory operating systems projects at IBM and MIT that developed techniques widely implemented today in systems like UNIX, Linux and Windows NT. He has 20 years of college teaching experience including earning tenure and serving as the Chairman of the Computer Science Department at Boston College before founding Deitel & Associates, Inc. with Paul J. Deitel. He is author or co-author of several dozens of books and multimedia packages and is currently writing many more. With translations published in Japanese, Russian, Spanish, Elementary Chinese, Advanced Chinese, Korean, French, Portuguese, Dr. Deitel's texts have earned international recognition. Dr. Deitel has delivered professional seminars internationally to major corporations, government organizations and various branches of the military.

PAUL J. DEITEL, Executive Vice President of Deitel & Associates, Inc., is a graduate of the Massachusetts Institute of Technology's Sloan School of Management where he studied Information Technology. Through Deitel & Associates, Inc. he has delivered Java, C, C++, Internet and World Wide Web courses for industry clients including Compaq, Sun Microsystems, White Sands Missile Range, Rogue Wave Software, Computervision, Stratus, Fidelity, Cambridge Technology Partners, Open Environment Corporation, One Wave, Hyperion Software, Lucent Technologies, Adra Systems, Entergy, CableData Systems, NASA at the Kennedy Space Center, the National Severe Storm Laboratory, IBM and many other organizations. He has lectured on C++ and Java for the Boston Chapter of the Association for Computing Machinery, and has taught satellite-based Java courses through a cooperative venture of Deitel & Associates, Inc., Prentice Hall and the Technology Education Network. He and his father, Dr. Harvey M. Deitel, are two of the world's best-selling Computer Science authors.

TEM R. NIETO, Director of Product Development with Deitel & Associates, Inc., is a graduate of the Massachusetts Institute of Technology where he studied engineering and computing. Through Deitel & Associates, Inc. he has delivered courses for industry clients including Sun Microsystems, Digital, Compaq, EMC, Stratus, Fidelity, Art Technology, Progress Software, Toys "R" Us, Operational Support Facility of the National Oceanographic and Atmospheric Administration, Jet Propulsion Laboratory, Nynex, Motorola, Federal Reserve Bank of Chicago, Banyan, Schlumberger, University of Notre Dame, NASA, various military installations and many others. He has co-authored several books and multimedia packages with the Deitels and has contributed to virtually every Deitel & Associates, Inc. publication.

The Deitels are co-authors of the best-selling introductory college computer-science programming language textbooks, *C How to Program: Third Edition, C++ How to Program: Third Edition, and Java How to Program: Third Edition. With Tem R. Nieto, they have co-authored Visual Basic 6 How to Program, Internet and World Wide Web How to Program and e-Business and e-Commerce How to Program*. The Deitels are also co-authors of the *C & C++ Multimedia Cyber Classroom: Third Edition*— Prentice Hall's first multimedia-based textbook, and the *Java 2 Multimedia Cyber Classroom: Third Edition*. Tem Nieto joined them as a co-author on the *Visual Basic 6 Multimedia Cyber Classroom* (with Tem R. Nieto), the *Internet and World Wide Web programming Multimedia Cyber Classroom* and the *e-Business and e-Commerce Programming Multimedia Cyber Classroom*. The Deitels are also co-authors of *The Complete C++ Training Course: Third Edition*, The *Complete Visual Basic 6 Training Course*, (with Tem R. Nieto), *The Complete Java 2 Training Course: Third Edition and The Complete Internet and World Wide Web Programming Training Course* and *The Complete e-Business and e-Commerce Programming Training Course* (with Tem R. Nieto)— these products each contain the corresponding *How to Program Series* textbook and the corresponding *Multimedia Cyber Classroom*.

Users Review

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Della Richardson:

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