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Introduction to E-Commerce

International Edition

INTRODUCTION TO E-COMMERCE

2nd Edition

By Jeffrey F. Rayport and Bernard J. Jaworski of Monitor / Market-space Center and Breakaway Solutions Inc.

2004 / 512 pages

ISBN-13: 978-0-07-286525-7 / MHID: 0-07-286525-3

(with PowerWeb)

ISBN-13: 978-0-07-123266-1 / MHID: 0-07-123266-4

[IE with PowerWeb]

Website: <http://www.mhhe.com/rayport04>

Introduction to E-Commerce, 2/e, by Rayport and Jaworski, can be used as the principles book for e-commerce. Much like there is a "Principles of Marketing" that is intended to be the first course in marketing, The text covers the entire landscape of e-commerce. The key message is that faculty who want to teach an introductory class on e-commerce and focus on the strategy parts of e-commerce first and technology second, should adopt this book. Faculty who teach marketing, management, strategy and entrepreneurship as the core discipline prefer this book over technology-oriented e-commerce books. Introduction to e-Commerce gives present and future practitioners of e-Commerce a solid foundation in all aspects of conducting business in the networked economy. The text focus is on what a manager needs to know about Internet infrastructure, strategy formulation and implementation, technology concepts, public policy issues, and capital infrastructure in order to make effective business decisions. This is presented in a framework for the study and practice of e-Commerce with business strategy at the core surrounded by four infrastructures; the technology infrastructure that underlies the Internet, the media infrastructure that provides the content for businesses, public policy regulations that provide both opportunities and constraints, and the capital infrastructure that provides the money and capital to run the businesses. Within this framework, the authors provide a deep exploration of core concepts of online strategy and associated enablers enriched by a wide variety of examples, case studies, and explanations culled directly from practice.

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International Edition

E-COMMERCE

Strategy, Technologies And Applications

By David Whiteley

2000 / 300 pages

ISBN-13: 978-0-07-709552-9 / MHID: 0-07-709552-9

ISBN-13: 978-0-07-118346-8 / MHID: 0-07-118346-9 [IE]

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[IE – POD Printing]

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Technology/Infrastructure

ELECTRONIC COMMERCE

2nd Edition

By Bharat Bhasker, Indian Institute of Management

2005 / 552 pages

ISBN-13: 978-0-07-060095-9 / MHID: 0-07-060095-3

Tata McGraw-Hill Title

Following an integrated approach, this book provides a thorough understanding of what electronic commerce is all about – advantages, caveats and business models, including its complete framework and enabling technologies. With the growing importance of mobile commerce (M-commerce), this edition discusses in detail the technological and managerial issues pertaining to M-commerce. Five comprehensive case studies on - Online payment for railway tickets: SBI's eRail service - Electronic Data Interchange: Indian Customs & Excise adopts EDI - E-Commerce Strategy, Business Models and Internet Start-ups: A Business Case on Fabmart Pvt. Ltd - E-Commerce in the Distribution System: The Case of HLL RS Net - Deployment of Information Security Infrastructure: The Experience of IIM Lucknow This book is indispensable for the students of both management and technical courses on electronic commerce. It will also prove to be a valuable source of reference to students of computer science, managers and information officers.

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1. Introduction to Electronic Commerce. 2. Electronic Commerce: Business Models. 3. Electronic Data Interchange. 4. Electronic Commerce: Architectural Framework. 5. Electronic Commerce: Network Infrastructure. 6. Electronic Commerce: Information Distribution and Messaging. 7. Electronic Commerce: Information Publishing Technology. 8. Electronic Commerce: Securing the Business on Internet. 9. Electronic Commerce: Securing Network Transaction. 10. Electronic Payment Systems. 11. Electronic Commerce: Search Engines and Directory Services. 12. Internet Advertising. 13. Mobile Commerce: Introduction, Framework, and Models. 14. Agents in Electronic Commerce

*International Edition***E-COMMERCE****Context, Concepts and Consequences**

By N Bandyopadhyay, University of East London

2002 / 400 pages**ISBN-13: 978-0-07-709857-5 / MHID: 0-07-709857-9****ISBN-13: 978-0-07-123068-1 / MHID: 0-07-123068-8 [IE]***McGraw-Hill UK Title***Website:** www.mcgraw-hill.co.uk/textbooks/bandyo**CONTENTS**

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By Allan Afuah, University of Michigan-Ann Arbor and Christopher Tucci, New York University

2003 / 496 pages**ISBN-13: 978-0-07-251166-6 / MHID: 0-07-251166-4****ISBN-13: 978-0-07-125248-5 / MHID: 0-07-125248-7 [IE]****Website:** <http://www.mhhe.com/afuahtucci2e>**CONTENTS**

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By Thomas Eisenmann, Harvard Business School

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Internet Marketing

International Edition

INTERNET MARKETING

Building Advantage in a Networked Economy, 2nd Edition

By Rafi Mohammed, Monitor MarketSpace Center, Robert J. Fisher, University of Western Ontario, Bernard J. Jaworski, Monitor MarketSpace Center and Gordon Paddison, New Line Cinema

2004 / 768 pages

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[IE with PowerWeb]

Website: <http://www.mhhe.com/mohammed04>

Internet Marketing: Building Advantage in a Networked Economy, 2e presents a "road-tested" framework to help students and practitioners understand how to think about and implement effective Internet marketing programs. The focus is on using marketing levers to vary the level of intensity that the consumer has with a Website to build a relationship with the customer through four stages: from Awareness, to Exploration/Expansion, to Commitment, and possibly through Dissolution. This four stage customer-centric framework shows readers how to use the Internet to create intense and profitable relationships with their customers. In addition to comprehensively discussing the key levers that marketers can use to create relationships, the authors focus on two primary forces that the Internet brings to marketing: the Individual and Interactivity—detailing how these forces influence key marketing levers and how these forces can be leveraged to create intense relationships with customers.

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By Paul S. Richardson, Loyola University—Chicago

2001 / 368 pages

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By Chaston

2000

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By David R. Canton, Harrison Pensa LLP and John E. Millar, The Attache Group, Inc.

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By Marilyn Greenstein, Arizona State University-West and Miklos Vasarhelyi, Rutgers University, Newark

2002

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By Jeffrey F. Rayport and Bernard J. Jaworski of Monitor / Market-space Center and Breakaway Solutions Inc.

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By Sid L Huff, Scott Schneberger, Michael Wade, Peter Newson and Michael Parent

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Knowledge Management

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By Al-Hawamdeh Suliman, Nanyang Technological University and L Hart Thomas, Florida State University

2001 / 296 pages

ISBN-13: 978-0-07-120238-1 / MHID: 0-07-120238-2

An Asian Publication

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By Ganesh Natarajan, President of APTECH, a leading and training & consultant organization and Sandhya Shekhar, Principal Consultant of APTECH, Mumbai.

2000 / 375 pages

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Supply Chain Management

International Edition

NEW

PURCHASING AND SUPPLY MANAGEMENT

By W C Benton

2007 (June 2006) / 800 pages

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Purchasing and Supply Management, 1/e, by W.C. Benton, offers insights into the theory, practice, and implementation of supply management issues. A step-by-step approach helps students and professionals gain analytical purchasing skills. Many actual case studies and exercises help students transform purchasing theory into purchasing practice and implementation. Some of the topics include purchasing business processes, price cost analysis, professional services, transportation purchasing, global purchasing, and healthcare purchasing.

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International Edition

NEW

SUPPLY CHAIN LOGISTICS MANAGEMENT

2nd Edition

By Donald Bowersox, David Closs and M. Bixby Cooper of Michigan State University—East Lansing

2007 (November 2005) / 464 pages

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Website: <http://www.mhhe.com/bowersox2e>

Supply Chain Logistics Management is exciting and promises to bolster traditional logistics courses and invigorate supply chain management courses, by examining traditional logistics issues within the context of the supply chain. Supply Chain Logistics Management integrates technology and provides a solid foundation that clearly describes the role of logistics within the supply chain, portraying a complete view of the subject and going farther to show how all the pieces fit together. The most current trends in process integration, relationship management, supply chain security and sustainability, globalization, and the impact of the new consumer economy on supply chain management and design are featured in the Second Edition.

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- MSU Loga Simulation—This unique simulation stresses a complete range of supply chain decisions..
- Authorship—The authors are well-known and respected. Don Bowersox is a well-published author and researcher. He is acknowledged as one of the leading authorities on logistics. David Closs' research in logistics is also well respected, he also has extensive consulting experience and is a roundtable officer of the Council of Logistics Management, Bixby Cooper is the co-author of Marketing Channels along with Bowersox and is very visible as a member of various logistics professional organizations. Their talent will be very well received within the industry.
- Unique Balanced Approach : The book offers a unique blend of supply chain and logistics.
- Extensive integration of spreadsheet-based solution methods in the text and problem material, for example: Use of Excel Solver to solve linear programming problems (Chapter 10) and reciprocal cost allocation problems (Chapter 14), Use of Excel regression to solve linear regression problems, Use of spreadsheets to perform sensitivity analysis in cost-volume-profit analysis and to prepare process cost reports. Actual Excel screens are used to illustrate the use of the methods to make it easier to replicate the examples and problems, following the illustrated Excel commands

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International Edition



DESIGNING AND MANAGING THE SUPPLY CHAIN

3rd Edition

By David Simchi-Levi, Northwestern University, Philip Kaminsky, University of California-Berkeley and Edith Simchi-Levi, Logic Tools, Inc., Lexington

2007 (Feb 2006) / 460 pages

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ISBN-13: 978-0-07-124477-0 / MHID: 0-07-124477-8 [IE]

As the most up-to-date, cutting-edge supply chain management book on the market, the Third Edition of Designing and Managing the Supply Chain discusses the problems, models and concepts derived from issues related to effective supply chain management. While many core supply chain management issues are interrelated, the authors have tried to make each chapter as self-contained as possible so that the reader can refer directly to chapters covering topics of interest. Each chapter utilizes case studies and numerous examples. Mathematical and technical sections can be skipped without loss of continuity. Most textbooks do not include models and decision support systems robust enough for industry, but that is not true of this new edition. The accompanying CD-ROM also features the return of two simulations, the Computerized Beer Game and the Risk Pool Game and a computerized tool. These simulations help users develop and execute supply chain contracts while also illustrating many of the concepts discussed in the text.

NEW TO THIS EDITION

- Improved and Integrated Coverage of Technology – To reflect a more realistic approach to incorporating technology in today's companies, Chapter 8 (on "Supply Chain Design") has again been updated, incorporating new material on coordinating product and supply chain, on modular processes and products; Chapter 9 ("Customer Value") expands and updates an Amazon.com example and adds material on "Customer Relations Management"; Chapter 10 ("Information Technology") has new material on "the Internet" "events management" "collaboration" and "exchanges", "modeling" and "demand planning" (Chapter 11 "Decision Support Systems").
- New or updated cases: Several new cases have been added and remaining ones updated. When possible, a single case has been replaced with multiple cases within a chapter, in response to reviewer suggestions.
- More comprehensive and complete ancillary package. Improved solutions, powerpoint, and teaching notes on the instructor CD offer added flexibility and resources for the instructor.

FEATURES

- Strong coverage of e commerce as it relates to procurement and distribution. Reflecting the current trends in e-commerce, one entire chapter is devoted to "Procurement Strategies" (Chapter 12) another, to "Distribution Strategy" (Chapter 5) and the impact of e-commerce.
- Expanded discussion of forecasting: Responding to the recommendations of reviewers, the material on "Forecasting" (Chapter 4, "The Value of Information") has been enhanced.
- Broad Introduction to many critical issues pertinent to Supply Chain Management: The topics discussed range from a basic discussion of inventory management, logistics network design, distribution systems, and customer value, to more advanced discussions of strategic alliances, the value of information in the supply chain, information technology and decisions support systems, and international issues in supply chain management.
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International Edition

PURCHASING AND SUPPLY MANAGEMENT

13th Edition

By Michiel Leenders, University of Western Ontario, Harold E. Fearon, Center for Advanced Purchasing Studies, Emeritus, Anna Flynn and P. Fraser Johnson, University of Western Ontario

2006 / 588 pages

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Website: <http://www.mhhe.com/leenders13e>

The Leenders' text provides a comprehensive introduction to the purchasing and supply chain management field, supported by 50 case studies. Cases cover purchasing and supply chain issues in a variety of settings, from process industries to high tech manufacturing and services as well as public institutions. Supply Management concepts, both strategic and tactical, have been expanded throughout the text, particularly in new chapters on Supply Law and Ethics, Public Supply, and Supplier Relations. While all basic tenets of the purchasing function and cost issues remain, the coverage of the field is state of the art highlighting the supply chain approach.

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2003

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2nd Edition

By David Simchi-Levi, Northwestern University, Philip Kaminsky, University of California-Berkeley and Edith Simchi-Levi, Logic Tools, Inc., Lexington

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Professional E-Commerce

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2005 / 616 pages

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