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Electronic Business, Second Edition

By Geoffrey Sampson

BCS, The Chartered Institute for IT/Viva Books, 2009. Softcover. Book Condition: New. 2nd edition. Technology continues to change the way we do business, with more companies relying on electronic tools to perform an increasing array of functions. IT professionals play a crucial role in this new commercial landscape, and their skills are pivotal to success of many organizations. Electronic Business explores the principles and practices associated with e-business and e-commerce, helping you to exploit electronic opportunities to their full potential Key areas covered include: Business Process Re-Engineering (BPR) Outsourcing Software E-Tailing Improving B2B efficiencies Business-to-Government trading Enterprise Resource Planning (ERP) Contents: About the author ? Acknowledgments ? Abbreviations ? Preface ? Introduction: Scope and assumptions ? Bubble and reality ? E-business recovers ? The importance of opinion ? A learning process ? B2C, B2B, B2G ? Business process re-engineering ? Abandoning preconceptions ? Ambiguity, secrecy and unpredictability ? User-centred versus supplier-driven ? The need for soft skills ? A professional basis ? E-business is business ? IT and the structure of the economy: The move to outsourcing ? Disaggregation ? What to produce how? ? Supply and demand ? An invisible hand ? Positives and negatives of business ? Coase?s...



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