



# Electronic Commerce: A Managerial and Social Networks Perspective (Springer Texts in Business and Economics)

By Efraim Turban, David King, Jae Kyu Lee, Ting-Peng Liang, Deborah C. Turban

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Throughout the book, theoretical foundations necessary for understanding Electronic Commerce (EC) are presented, ranging from consumer behavior to the economic theory of competition. Furthermore, this book presents the most current topics relating to EC as described by a diversified team of experts in a variety of fields, including a senior vice president of an e-commerce-related company. The authors provide website resources, numerous exercises, and extensive references to supplement the theoretical presentations. At the end of each chapter, a list of online resources with links to the websites is also provided.

Additionally, extensive, vivid examples from large corporations, small businesses from different industries, and services, governments, and nonprofit agencies from all over the world make concepts come alive in Electronic Commerce. These examples, which were collected by both academicians and practitioners, show the reader the capabilities of EC, its cost and justification, and the innovative ways corporations are using EC in their operations.

In this edition (previous editions published by Pearson/Prentice Hall), the authors bring forth the latest trends in e-commerce, including social businesses, social networking, social collaboration, innovations, and mobility.

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## **Editorial Review**

### From the Back Cover

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### About the Author

Efraim Turban is a visiting scholar at the Pacific Institute for Information System Management, University of Hawaii. He earned his M.B.A. and Ph.D. at the University of California, Berkeley. Previously, he was on the staff of several universities including City University of Hong Kong, Lehigh University, Florida International University, California State University Long Beach, Eastern Illinois University, and the University of Southern California. Dr. Turban is the author of over 100 refereed papers published in leading journals such as Management Science, MIS Quarterly, and Decision Support Systems. He is also the author of 20 books including *Electronic Commerce: A Managerial Perspective* and *Information Technology for Management*. He is also a consultant to major corporations worldwide. Dr. Turban's current areas of interest are Web-based decision support systems, using intelligent agents in electronic commerce systems, and collaboration issues in global electronic commerce. David King (Ph.D.), has over 25 years experience leading the development of decision support, performance management and enterprise system software. Currently, he is the Sr. VP of New Product Development at JDA Software, Inc. in Scottsdale Arizona. He joined JDA in 2004 after serving a number of years as the Sr. VP of Product Development and CTO for Comshare Inc. Dr. King has authored a number of articles and books and is the co-author of *Electronic Commerce: A Managerial Perspective* (Prentice-Hall). He also serves on a variety of industrial advisory and university boards including the MIS Advisory board at the University of Georgia and the Technopolis Advisory Board at Arizona State University. Deborrah C. Turban (Turban Company Inc., previously with the University of Santa Thomas in the Philippines) who brings expertise in EC research and analysis.

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