



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

Download now

Read Online ➔

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

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.

↓ [Download Electronic Commerce: A Managerial and Social Netwo ...pdf](#)

📖 [Read Online Electronic Commerce: A Managerial and Social Net ...pdf](#)

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, Deborrah C. Turban

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, Deborrah C. Turban

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.

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, Deborrah C. Turban
Bibliography

- Sales Rank: #880718 in Books
- Published on: 2015-01-30
- Original language: English
- Number of items: 1
- Dimensions: 10.00" h x 1.75" w x 7.01" l, .0 pounds
- Binding: Hardcover
- 791 pages

 [Download Electronic Commerce: A Managerial and Social Netwo ...pdf](#)

 [Read Online Electronic Commerce: A Managerial and Social Net ...pdf](#)

Download and Read Free Online 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, Deborrah C. Turban

Editorial Review

From the Back Cover

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.

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.

Users Review

From reader reviews:

Kenneth Wallace:

Book is to be different for every single grade. Book for children until finally adult are different content. As it is known to us that book is very important for all of us. The book Electronic Commerce: A Managerial and Social Networks Perspective (Springer Texts in Business and Economics) had been making you to know about other expertise and of course you can take more information. It is rather advantages for you. The e-book Electronic Commerce: A Managerial and Social Networks Perspective (Springer Texts in Business and Economics) is not only giving you a lot more new information but also to become your friend when you truly feel bored. You can spend your spend time to read your publication. Try to make relationship with the book Electronic Commerce: A Managerial and Social Networks Perspective (Springer Texts in Business and Economics). You never sense lose out for everything in case you read some books.

Vincent Mickens:

Hey guys, do you would like to finds a new book you just read? May be the book with the subject Electronic Commerce: A Managerial and Social Networks Perspective (Springer Texts in Business and Economics) suitable to you? The actual book was written by well known writer in this era. Typically the book untitled Electronic Commerce: A Managerial and Social Networks Perspective (Springer Texts in Business and Economics) is the one of several books in which everyone read now. That book was inspired many men and women in the world. When you read this publication you will enter the new age that you ever know prior to. The author explained their plan in the simple way, therefore all of people can easily to be aware of the core of this publication. This book will give you a great deal of information about this world now. So you can see the represented of the world in this particular book.

Matthew Haley:

You can spend your free time you just read this book this publication. This Electronic Commerce: A Managerial and Social Networks Perspective (Springer Texts in Business and Economics) is simple bringing you can read it in the park, in the beach, train along with soon. If you did not get much space to bring often the printed book, you can buy the e-book. It is make you much easier to read it. You can save typically the book in your smart phone. Thus there are a lot of benefits that you will get when one buys this book.

Pedro Lewis:

What is your hobby? Have you heard that will question when you got learners? We believe that that issue was given by teacher to their students. Many kinds of hobby, Every individual has different hobby. So you know that little person like reading or as examining become their hobby. You have to know that reading is very important in addition to book as to be the point. Book is important thing to increase you knowledge, except your personal teacher or lecturer. You discover good news or update concerning something by book. A substantial number of sorts of books that can you choose to use be your object. One of them is Electronic Commerce: A Managerial and Social Networks Perspective (Springer Texts in Business and Economics).

Download and Read Online 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, Deborrah C. Turban #1BLV0YAKSFR

Read 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 for online ebook

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 Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read 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 books to read online.

Online 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 ebook PDF download

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 Doc

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 Mobipocket

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 EPub

1BLV0YAKSFR: 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