

Electronic Commerce 2012, 7e (Turban)
Chapter 1 Overview of Electronic Commerce

1.1 True/False

1) Electronic commerce is the process of buying, selling, or exchanging products, services, or information via computer.

Answer: TRUE

Diff: 1 Page Ref: 4

2) Buying an e-book from Amazon is an example of partial electronic commerce.

Answer: FALSE

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3) A brick-and-mortar organization performs its primary business offline, selling physical products by means of physical agents.

Answer: TRUE

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4) An extranet is a network that uses private corporate networks to link together multiple intranets.

Answer: FALSE

Diff: 2 Page Ref: 5

AACSB: Use of information technology

5) Selling and buying electronically can be either business-to-consumer or business-to-business.

Answer: TRUE

Diff: 1 Page Ref: 6

6) Purchasing a computer from dell.com is an example of B2B commerce.

Answer: FALSE

Diff: 2 Page Ref: 6

7) Net-a-Porter buying merchandise from its designers is an example of B2B commerce.

Answer: TRUE

Diff: 2 Page Ref: 6

8) Network infrastructures include cell phones and other electronic devices that are located in various locations by telecommunications networks, including wireless ones.

Answer: TRUE

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AACSB: Use of information technology

9) Today, over 90 percent of EC volume is B2C.

Answer: FALSE

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EBOOK: Understanding Business, Global Edition William Nickels, Jim McHugh, Susan McHugh, 2012-05-16
Understanding Business Global Edition by Nickels McHugh and McHugh has been the number one textbook in the introduction to business market for several editions for three reasons 1 The commitment and dedication of an author team that teaches this course and believes in the importance and power of this learning experience 2 we listen to our customers and 3 the quality of our supplements package We consistently look to the experts full time faculty members adjunct instructors and of course students to drive the decisions we make about the text itself and the ancillary package Through focus groups symposia as well as extensive reviewing of both text and key ancillaries we have heard the stories of more than 600 professors and their insights and experiences are evident on every page of the revision and in every supplement As teachers of the course and users of their own materials the author team is dedicated to the principles of excellence in business education From providing the richest most current topical coverage to using dynamic pedagogy that puts students in touch with today's real business issues to creating groundbreaking and market defining ancillary items for professors and students alike Understanding Business leads the way Wiley CMA Learning System Exam Review 2013, Financial Planning, Performance and Control, Online Intensive Review + Test Bank IMA, 2012-12-31 This bundled product suite includes the Wiley CMA Learning System Part 1 Financial Planning Performance and Control which covers the topics of Planning Budgeting and Forecasting Performance Management Cost Management Internal Controls and Professional Ethics In addition it includes Part 1 of the self study online intensive review as well as access to the test bank with over 900 questions

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Bowker's Law Books and Serials in Print, 1986 *Electronic Commerce* Efraim Turban, David King, Jae Kyu Lee, Ting-Peng Liang, Deborah C. Turban, 2015-01-29 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 **Learn**

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Special Section: Business-to-business Electronic Commerce Judith Gebauer,Michael J. Shaw,2002 *Electronic Commerce* Ronald J. Mann,2008 Electronic Commerce Third Edition takes a practical practice oriented approach To The study of e commerce Author Ronald Mann well known commercial law scholar who recently served as Reporter for revisions to UCC Articles 3 4 and 4A de mystifies the technology surrounding e commerce with clear language and a problem based pedagogy The text is structured around the hypothetical representation of a technology company giving students a preview of how principles and strategies work in the real world Among the features that make this text so accessible and illuminating lucid and concise reading assignments that use nontechnical language whenever possible explanations about need to know technology that are clear and easily understood exercises that illustrate current issues in e commerce practice coverage of important commercial law topics such as click through contracts cybersquatting web site development software licensing and electronic payments dozens of discrete assignments that allow for concentration on specific areas of interest extensive Teacher s Manual that provides answers to assignments in the book and a companion web site www.mann.ecommerce.com that complements and enriches printed materials the Third Edition has been thoroughly updated and reorganized to focus on current issues New materials include the latest on spyware and a new assignment on potential liability for internet based intermediaries including edited versions of the Perfect 10 cases in depth analysis of important landmark cases such as the Supreme Court opinion in Grokster And The Ninth Circuit en banc opinion in Yahoo v UEJF numerous new opinions in a variety of areas including cybergripping Lamparello v Falwell CAN SPAM Omega World Travel v Mummagraphics CDA FHC v

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