



E-commerce: An Indian Perspective

P. T. Joseph

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Electronic commerce is a rapid and exciting area of development, with new issues emerging everyday in this global and real-time activity. This updated textbook focuses on the concepts, models, strategies, and techniques that can be used to build useful e-commerce applications. The range of topics covered is broad, making this book a solid introductory text for the rapidly expanding number of courses in e-commerce for business students at the undergraduate or mba level, and also for students pursuing courses in computer applications, information technology and information science. The second edition features several additional, comprehensive and diverse case studies and data on indian corporations, showing success and failure of their web-based electronic business models. New material on developments in technology and general business strategy has been added in all chapters. The internet trade has posed significant challenges to the legal system of all countries. A new chapter on legal and ethical issues equips the students with an understanding of some of the special concerns corporations face as they adapt to doing business in cyberspace. This fundamental treatment of the subject of e-commerce coupled with a clear and practical analysis of market models, continues to make this text an invaluable single source guide for students-arming them with skills to deal successfully with the managerial issues they will face as future business professionals.

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