

and mobile marketing, social CRM, crowdsourcing, and many important but less pervasive models such as crowdfunding, freemium, and flash sales. NEW. Chapters 12, 13 and 14 were completely rewritten to reflect the move from traditional marketing communication tools to the way practitioners currently describe IMC online: owned, paid and earned media. NEW. Readers see examples of many new and interesting technologies that are today providing marketing opportunities, both in the Web 2.0 and 3.0 sections. NEW. The chapter-opening vignettes continue to play an important role in illustrating key points. Two new vignettes and new discussion questions about each chapter opening vignette are included. NEW. Included are many new images in every chapter, plus updated "Let's Get Technical" boxes. NEW. Other chapter-specific additions that further enhance understanding of the concepts include: -More social media performance metrics (Ch. 2) -"Big data" and social media content analysis (Ch. 6) -New consumer behavior theory and "online giving" as a new exchange activity (Ch. 7) -Social media for brand building (Ch. 9) -App pricing and web page pricing tactics (Ch. 10)

????????????,????????????????

Since the first edition of this landmark textbook, online shopping has grown exponentially to the point that it now threatens to eclipse the high street. With online retail offering both advantages and challenges that are distinct from traditional commerce, this textbook provides new approaches to retailing and as such helps readers to take advantage of new digital technologies. This long-awaited new edition provides a thorough and substantial update to its solid core principle of digital retailing and its relationship with conventional retail methods. These principles are explained clearly and practically to provide students, entrepreneurs and researchers with a reliable guide to the implementation and operation of a successful online retailing business. Updates to this edition include: Search engine marketing and search engine optimization. New and updated case studies, including Tesco's virtual store, Ray-Ban's smart mirror, IKEA's mobile catalogue and Nordstrom's TextStyle. Social networks and electronic word-of-mouth communication. A new chapter on ubiquitous retailing. A brand new companion website to support tutors. With accessibly written features such as key learning points, questions, think points and further reading, Internet Retailing and Future Perspectives is ideal for anyone using, studying or researching digital commerce.

????????????????,????????????????;????????????;?????:????;????:????????;????????????

This is a complete update of the best-selling undergraduate textbook on Electronic Commerce (EC). New to this 4th Edition is the addition of material on Social Commerce (two chapters); a new tutorial on the major EC support technologies, including cloud computing, RFID, and EDI; ten new learning outcomes; and video exercises added to most chapters. Wherever appropriate, material on Social Commerce has been added to existing chapters. Supplementary material includes an Instructor's Manual; Test Bank questions for each chapter; Powerpoint Lecture Notes; and a Companion Website that includes EC support technologies as well as online files. The book is organized into 12 chapters grouped into 6 parts. Part 1 is an Introduction to E-Commerce and E-Marketplaces. Part 2 focuses on EC Applications, while Part 3 looks at Emerging EC Platforms, with two new chapters on Social Commerce and Enterprise Social Networks. Part 4 examines EC Support Services, and Part 5 looks at E-Commerce Strategy and Implementation. Part 6 is a collection of online tutorials on Launching Online Businesses and EC Projects, with tutorials focusing on e-CRM; EC Technology; Business Intelligence, including Data-, Text-, and Web Mining; E-Collaboration; and Competition in Cyberspace. the following="" tutorials="" are="" not="" related="" to="" any="" specific="" chapter.="" they="" cover="" the="" essentials="" ec="" technologies="" and="" provide="" a="" guide="" relevant="" resources.="" p

[Copyright: cbc6b180bc82032864b163e324c99187](http://www.cbc6b180bc82032864b163e324c99187)