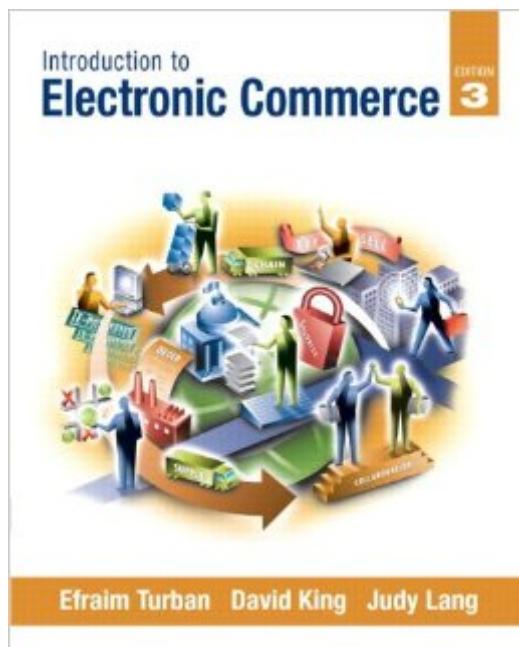


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# Introduction To Electronic Commerce (3rd Edition) (Pearson Custom Business Resources)



## **Synopsis**

Explore the essential concepts of electronic commerce. Written by experienced authors who share academic as well as real-world practices, this text features exceptionally comprehensive yet manageable coverage of a broad spectrum of EC essentials from a global point of view. The third edition pays special attention to the most recent developments in online behavior in our business, academic, and personal lives.

## **Book Information**

Series: Pearson Custom Business Resources

Paperback: 552 pages

Publisher: Pearson; 3 edition (October 9, 2010)

Language: English

ISBN-10: 0136109233

ISBN-13: 978-0136109235

Product Dimensions: 7.9 x 1.2 x 9.7 inches

Shipping Weight: 1.8 pounds (View shipping rates and policies)

Average Customer Review: 3.0 out of 5 starsÂ  See all reviewsÂ  (20 customer reviews)

Best Sellers Rank: #451,788 in Books (See Top 100 in Books) #60 inÂ  Books > Computers & Technology > Graphics & Design > Electronic Documents #361 inÂ  Books > Business & Money > Industries > Retailing #1242 inÂ  Books > Business & Money > Processes & Infrastructure > E-Commerce

## **Customer Reviews**

The teacher I have for this class really likes to pick bad books, but this one is the ultimate bad textbook. Here are some of the things I've noticed:-It is not up to date.-There are review questions that refer to things that are not in the book.-There are review questions that refer to the online material but do not indicate that you have to look in the online material to find the answers.-Also on the subject of online material, sometimes the index references online material that doesn't exist. For example, it told me to look at case 1.25 in the online material, but chapter 1 only has cases up to 1.15 (which is the case where I found the information I was looking for).-There is too much emphasis on virtual worlds.-The index is virtually useless. There have been far more times when I looked for something in the index and couldn't find it than there were times that I actually did find what I was looking for.-Also on the subject of the index, I found a reference in it to "Hewitt-Packard." To make sure there wasn't, in fact, a company called Hewitt-Packard, I went to the page the index

said to go to. My suspicions were confirmed that it was referencing the real company Hewlett-Packard. If you don't have to get this book, please don't. If you're a teacher reading this, please choose a different textbook for your classes.

As previously stated, the answer to some questions aren't in the book or are online, which is just stupid. The laughable thing about this textbook is that it actually uses wikipedia as a reference. Yes, seriously, there are multiple times when it says you can check the wikipedia page of a certain term for more information.

I needed this book for a class I just finished. There is a lot of good and relevant information provided, especially for those who aren't very tech-savvy. Because the technology world is so fast-paced, much of the material is out of date already. A lot of the research cited is from 2007-2009 or thereabouts. There was at least one erroneous "fact" presented, which was in the chapter about electronic payments. The text claims that "100 million adults in the US are unbanked." That is, they do not have bank accounts, debit cards, or credit cards. This is obviously false. I did a web search, and according to the World Bank, the number is more like 12-15 million. Anyway, the book is OK for the most part. If you need it for a class, go ahead and get it. If not, I'm sure there are much more current and relevant e-commerce books out there.

This book seems to have outdated information. It states that MySpace is the largest social networking site in the world! Are you kidding me!! Facebook has been the top dog for years which makes me question when this book was written, or last updated.

Horrible book, was very outdated. The sad part is the book is expensive and worthless when traded in. Obviously, the school and view the book as a POS.

This book is completely out of date and the majority of its predictions are incorrect. The last revision date for this book is 2011 yet it speaks of 2011 as if its in the distant future. Many of the sites that they predict will thrive are already gone or on their way out. The dedication page reads "Dedicated to all those who are interested in learning about electronic commerce" while I appreciate having the book dedicated to me I think the writers could have dedicated a little bit more time and effort to writing the actual book.

I got this book for the last semester I will be in college.....it is in good condition and looks great

Carried a lot of random but fun facts about the E-business world. Although they do have sections where it can be considered "common knowledge" to those who interact with the internet on a daily basis.

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