
## Table of Contents

Cover  
Title Page  
Copyright  
Preface  
Acknowledgments  
Brief Contents  
Contents  

## Part 1: Introduction to E-commerce

### Chapter 1: Introduction to E-Commerce

**Learning Objectives**

- Everything on Demand: The Uberization of E-commerce
- 1.1 The First Thirty Seconds: Why You Should Study E-commerce
- 1.2 Introduction to E-commerce
  - What Is E-commerce?
  - The Difference Between E-commerce and E-business
  - Technological Building Blocks Underlying E-commerce: The Internet, Web, and Mobile Platform
  - Major Trends in E-commerce
    - Insight on Technology: Will Apps Make the Web Irrelevant?
- 1.3 Unique Features of E-commerce Technology
  - Ubiquity
  - Global Reach
  - Universal Standards
  - Richness
  - Interactivity
  - Information Density
  - Personalization and Customization
  - Social Technology: User-Generated Content and Social Networks
- 1.4 Types of E-commerce
Chapter 1: E-Commerce: An Introduction

1.1 Defining E-commerce
1.2 Where Is E-commerce Going?
1.3 Preparing to Learn E-Commerce

1.4 E-commerce: The Big Picture

1.5 E-commerce: A Brief History
- E-commerce 1995-2000: Invention
- E-commerce 2001-2006: Consolidation
- E-commerce 2007-Present: Reinvention
- Assessing E-commerce: Successes, Surprises, and Failures

1.6 Understanding E-commerce: Organizing Themes
- Technology: Infrastructure
- Business: Basic Concepts
- Society: Taming the Juggernaut

1.7 Academic Disciplines Concerned with E-commerce
- Technical Approaches
- Behavioral Approaches

1.8 Careers in E-commerce
- The Company
- Position: Category Specialist in the E-commerce Retail Program
- Qualifications/Skills
- Preparing for the Interview
- Possible First Interview Questions

1.9 Case Study: Puma Goes Omni

1.10 Review
- Key Concepts
- Questions
- Projects
- References

2.1 E-commerce Business Models
Table of Contents

Introduction

Eight Key Elements of a Business Model
  Value Proposition
  Revenue Model
  Market Opportunity
  Insight on Business: OpenRice Brings Social E-commerce to the Table
  Competitive Environment
  Competitive Advantage
  Market Strategy
  Organizational Development
  Management Team

Raising Capital
  Insight on Society: Crowdfunding Takes Off

Categorizing E-commerce Business Models: Some Difficulties

2.2 Major Business-to-Consumer (B2C) Business Models
  E-tailer
  Community Provider
  Content Provider
  Portal
  Transaction Broker
  Market Creator
  Service Provider

2.3 Major Business-to-Business (B2B) Business Models
  E-distributor
  E-procurement
  Exchanges
  Industry Consortia
  Private Industrial Networks

2.4 How E-commerce Changes Business: Strategy, Structure, and Process
  Industry Structure
  Industry Value Chains
  Firm Value Chains
  Firm Value Webs
  Business Strategy
  E-commerce Technology and Business Model Disruption

2.5 Careers in E-commerce
  The Company
  Position: Assistant Manager of E-business
# Table of Contents

- Qualifications/Skills
- Preparing for the Interview
- Possible First Interview Questions

### Part 2: Technology Infrastructure for E-commerce

#### Chapter 3: E-Commerce Infrastructure

**Learning Objectives**

**The Covid-19 Pandemic: Will the Internet Break?**

#### 3.1 The Internet: Technology Background

- The Evolution of the Internet: 1961 - The Present
- The Internet: Key Technology Concepts
  - Packet Switching
  - Transmission Control Protocol/Internet Protocol (TCP/IP)
  - IP Addresses
  - Domain Names, DNS, and URLs
  - Client/Server Computing
- The Mobile Platform
- The Internet Cloud Computing Model: Hardware and Software as a Service
- Other Internet Protocols and Utility Programs

#### 3.2 Internet Infrastructure and Access

- The Internet Backbone
- Internet Exchange Points
- Tier 3 Internet Service Providers
- Campus/Corporate Area Networks
- Mobile Internet Access
  - Telephone-based versus Computer Network-based Wireless Internet Access
- Other Innovative Internet Access Technologies: Drones, Balloons, and White Space
- The Internet of Things
  - Insight on Business: The Internet of Everything: Opportunities and Challenges
- Who Governs the Internet?

#### 3.3 The Web
Table of Contents

Insight on Society: Government Regulation and Surveillance of the Internet

Hypertext

Markup Languages
HyperText Markup Language (HTML)
eXtensible Markup Language (XML)

Web Servers and Clients

Web Browsers

3.4 The Internet and the Web: Features and Services

Communication Tools
E-mail
Messaging Applications
Online Message Boards
Internet Telephony
Videoconferencing, Video Chatting, and Telepresence

Search Engines
Insight on Technology: Zoom in the Midst of the Pandemic

Downloadable and Streaming Media

Web 2.0 Applications and Services
Online Social Networks
Blogs
Wikis

Virtual Reality and Augmented Reality

Intelligent Digital Assistants

3.5 Mobile Apps: The Next Big Thing Is Here

Platforms for Mobile Application Development
App Marketplaces

3.6 Careers in E-commerce
The Company
Position: E-commerce Specialist
Qualifications/Skills
Preparing for the Interview
Possible First Interview Questions

3.7 Case Study: Akamai Technologies: Attempting to Keep Supply Ahead of Demand

3.8 Review

Key Concepts
Questions
Projects
References
Table of Contents

Chapter 4: Building an E-Commerce Presence

Learning Objectives

Scratch Builds an E-commerce Presence from "Scratch"

4.1 Imagine Your E-commerce Presence

  Whats the Idea? (The Visioning Process)
  Wheres the Money: Business and Revenue Model
  Who and Where Is the Target Audience?
  What Is the Ballpark? Characterize the Marketplace
  Wheres the Content Coming From?
  Know Yourself: Conduct a SWOT Analysis
  Develop an E-commerce Presence Map
  Develop a Timeline: Milestones
  How Much Will This Cost?

4.2 Building an E-commerce Presence: A Systematic Approach

  The Systems Development Life Cycle
    Systems Analysis/Planning: Identify Business Objectives, System Functionality, and Information Requirements
    System Design: Hardware and Software Platforms
    Building the System: In-house Versus Outsourcing
    Insight on Business: OVH Takes E-commerce to the Clouds
    Testing the System
    Implementation, Maintenance, and Optimization

4.3 Choosing Software

  Simple versus Multi-tiered Website Architecture
  Web Server Software
    Site Management Tools
    Dynamic Page Generation Tools
  Application Servers
  E-commerce Merchant Server Software Functionality
    Online Catalog
    Shopping Cart
    Credit Card Processing
  Merchant Server Software Packages (E-commerce Software Platforms)
    Choosing an E-commerce Software Platform

4.4 Choosing Hardware

  Right-Sizing Your Hardware Platform: The Demand Side
  Right-Sizing Your Hardware Platform: The Supply Side

4.5 Other E-commerce Site Tools
Table of Contents

Website Design: Basic Business Considerations
Tools for Search Engine Optimization
Tools for Interactivity and Active Content
  Java, Java Server Pages (JSP), and JavaScript
  Active Server Pages (ASP) and ASP.NET
  ColdFusion
  PHP, Ruby on Rails (RoR), and Django
  Other Design Elements

Personalization Tools
The Information Policy Set

4.6 Developing a Mobile Website and Building Mobile Applications
  Insight on Society: Designing for Accessibility
  Planning and Building a Mobile Presence
  Mobile Presence: Design Considerations
  Cross-Platform Mobile App Development Tools
  Mobile Presence: Performance and Cost Considerations

4.7 Careers in E-commerce
  The Company
  Position: UX Designer
    Insight on Technology: Klook Sets Its Sights on New Vistas
  Qualifications/Skills
  Preparing for the Interview
  Possible First Interview Questions

4.8 Case Study: Skyscanner: The One-stop Travel Platform

4.9 Review

Key Concepts
Questions
Projects
References

Chapter 5: E-Commerce Security and Payment Systems

Learning Objectives
Ransomware: The New Business of Hostage-Taking

5.1 The E-commerce Security Environment
  The Scope of the Problem
    The Underground Economy Marketplace: The Value of Stolen Information
  What Is Good E-commerce Security?
  Dimensions of E-commerce Security
# Table of Contents

The Tension Between Security and Other Values
- Security versus Ease of Use
- Public Safety and the Criminal Uses of the Internet

## 5.2 Security Threats in the E-commerce Environment
- Malicious Code
- Potentially Unwanted Programs (PUPs)
- Phishing
- Hacking, Cybervandalism, and Hacktivism
- Data Breaches
- Credit Card Fraud/Theft
  - Insight on Society: The Marriott Data Breach
- Identity Fraud
- Spoofing, Pharming, and Spam (Junk) Websites
- Sniffing and Man-in-the-Middle Attacks
- Denial of Service (DoS) and Distributed Denial of Service (DDoS) Attacks
- Insider Attacks
- Poorly Designed Software
- Social Network Security Issues
- Mobile Platform Security Issues
- Cloud Security Issues
  - Insight on Technology: Think Your Smartphone Is Secure?
- Internet of Things Security Issues

## 5.3 Technology Solutions
- Protecting Internet Communications
- Encryption
  - Symmetric Key Cryptography
  - Public Key Cryptography
  - Public Key Cryptography Using Digital Signatures and Hash Digests
  - Digital Envelopes
  - Digital Certificates and Public Key Infrastructure (PKI)
  - Limitations of PKI
- Securing Channels of Communication
  - Secure Sockets Layer (SSL), Transport Layer Security (TLS) and HTTPS
  - Virtual Private Networks (VPNs)
  - Wireless (Wi-Fi) Networks
- Protecting Networks
  - Firewalls
  - Proxy Servers
  - Intrusion Detection and Prevention Systems
- Protecting Servers and Clients
Table of Contents

Operating System and Application Software Security Enhancements

Anti-Virus Software

5.4 Management Policies, Business Procedures, and Public Laws

A Security Plan: Management Policies

Insight on Business: Are Biometrics the Solution for E-commerce Security?

The Role of Laws and Public Policy

Private and Private-Public Cooperation Efforts

Government Policies and Controls on Encryption

5.5 E-commerce Payment Systems

Online Credit Card Transactions

Credit Card E-commerce Enablers

PCI-DSS Compliance

Limitations of Online Credit Card Payment Systems

Alternative Online Payment Systems

Mobile Payment Systems: Your Smartphone Wallet

Blockchain and Cryptocurrencies

5.6 Electronic Billing Presentment and Payment

Market Size and Growth

EBPP Business Models

5.7 Careers in E-commerce

The Company

The Position: Cybersecurity Threat Management Team Trainee

Qualifications/Skills

Preparing for the Interview

Possible First Interview Questions

5.8 Case Study: Alipay and WeChat Pay Lead in Mobile Payments

5.9 Review

Key Concepts

Questions

Projects

References

Part 3: Business Concepts and Social Issues

Chapter 6: E-Commerce Marketing and Advertising

Learning Objectives

InMobi's Global Mobile Ad Network

6.1 Consumers Online: The Internet Audience and Consumer Behavior
Table of Contents

Internet Traffic Patterns: The Online Consumer Profile
  Intensity and Scope of Usage
  Demographics and Access
  Type of Internet Connection: Broadband and Mobile Impacts
  Community Effects: Social Contagion in Social Networks

Consumer Behavior Models
  The Online Purchasing Decision
  Shoppers: Browsers and Buyers
  What Consumers Shop for and Buy Online
  Intentional Acts: How Shoppers Find Vendors Online
  Why Some People Don't Shop Online
  Trust, Utility, and Opportunism in Online Markets

6.2 Online Marketing and Advertising Strategies and Tools
  Strategic Issues and Questions
  The Website as a Marketing Platform: Establishing the Customer Relationship
  Traditional Online Marketing and Advertising Tools
    Search Engine Marketing and Advertising
    Display Ad Marketing
    E-mail Marketing
    Affiliate Marketing
    Viral Marketing
    Lead Generation Marketing
  Social, Mobile, and Local Marketing and Advertising
  Multi-Channel Marketing: Integrating Online and Offline Marketing
  Other Online Marketing Strategies
    Customer Retention Strategies
    Insight on Business: Are the Very Rich Different from You and Me?
    Pricing Strategies
    Long Tail Marketing
    Insight on Technology: The Long Tail: Big Hits and Big Misses

6.3 Internet Marketing Technologies
  The Revolution in Internet Marketing Technologies
  Web Transaction Logs
  Supplementing the Logs: Cookies and Other Tracking Files
  Databases, Data Warehouses, Data Mining, and Big Data
    Databases
    Insight on Society: Every Move You Take, Every Click You Make, Well Be Tracking You
    Data Warehouses and Data Mining
    The Challenge of Big Data
  Marketing Automation and Customer Relationship Management (CRM) Systems
Table of Contents

6.4 Understanding the Costs and Benefits of Online Marketing Communications
   - Online Marketing Metrics: Lexicon
   - How Well Does Online Advertising Work?
   - The Costs of Online Advertising
   - Marketing Analytics: Software for Measuring Online Marketing Results

6.5 Careers in E-commerce
   - The Company
   - The Position: Digital Marketing Assistant
   - Qualifications/Skills
   - Preparing for the Interview
   - Possible First Interview Questions

6.6 Case Study: Programmatic Advertising: Real-Time Marketing

6.7 Review
   - Key Concepts
   - Questions
   - Projects
   - References

Chapter 7: Social, Mobile, and Local Marketing
   - Learning Objectives
   - Pinterest Expands Around the Globe

7.1 Introduction to Social, Mobile, and Local Marketing
   - From Eyeballs to Conversations
   - From the Desktop to the Smartphone and Tablet
   - The Social, Mobile, Local Nexus

7.2 Social Marketing
   - Social Marketing Players
   - The Social Marketing Process
   - Facebook Marketing
     - Basic Facebook Features
     - Facebook Marketing Tools
     - Starting a Facebook Marketing Campaign
     - Measuring Facebook Marketing Results
   - Twitter Marketing
     - Insight on Technology: Optimizing Social Marketing with Accuracast
     - Basic Twitter Features
     - Twitter Marketing Tools
     - Starting a Twitter Marketing Campaign
Table of Contents

Measuring Twitter Marketing Results

Pinterest Marketing
  Basic Pinterest Features
  Pinterest Marketing Tools
  Starting a Pinterest Marketing Campaign
  Measuring Pinterest Marketing Results

Marketing on Other Social Networks: Instagram, Snapchat, TikTok, and LinkedIn

The Downside of Social Marketing

7.3 Mobile Marketing
  Insight on Society: Social Marketing on TikTok: Worth the Risk?
  Overview: M-commerce Today
    How People Actually Use Mobile Devices
    In-App Experiences and In-App Ads
    How the Multi-Screen Environment Changes the Marketing Funnel
  Basic Mobile Marketing Features
    The Technology: Basic Mobile Device Features
  Mobile Marketing Tools: Ad Formats
  Starting a Mobile Marketing Campaign
    Insight on Business: Mobile Marketing Revs Up with 3-D and Augmented Reality
  Measuring Mobile Marketing Results

7.4 Local and Location-Based Mobile Marketing
  The Growth of Local Marketing
  The Growth of Location-Based (Local) Mobile Marketing
  Location-Based Marketing Platforms
  Location-Based Mobile Marketing: The Technologies
  Why Is Location-Based Mobile Marketing Attractive to Marketers?
  Location-Based Marketing Tools
    Location-Based Digital Marketing Features
    Proximity Marketing with Beacons
  Starting a Location-Based Marketing Campaign
  Measuring Location-Based Marketing Results

7.5 Careers in E-commerce
  The Company
  The Position: Social Media Associate
  Qualifications/Skills
  Preparing for the Interview
  Possible First Interview Questions

7.6 Case Study: ExchangeHunterJumper.com: Building an International Brand with Social Marketing
Table of Contents

7.7 Review
Key Concepts
Questions
Projects
References

Chapter 8: Ethics, Law, and E-Commerce

Learning Objectives

The Right to Be Forgotten: Europe Leads on Internet Privacy

8.1 Understanding Ethical, Social, and Political Issues in E-commerce
   A Model for Organizing the Issues
   Basic Ethical Concepts: Responsibility, Accountability, Liability, and Due Process
   Analyzing Ethical Dilemmas
   Candidate Ethical Principles

8.2 Privacy and Information Rights
   What is Privacy?
   Privacy in the Public Sector: Privacy Rights of Citizens
   Privacy in the Private Sector: Privacy Rights of Consumers
      Information Collected by E-commerce Companies
      Key Issues in Online Privacy of Consumers
      Marketing: Profiling, Behavioral Targeting, and Retargeting
      Social Networks: Privacy and Self Revelation
      Mobile Devices: Privacy Issues
      Consumer Privacy Regulation and Enforcement: The U.S. Federal Trade Commission (FTC)
      Consumer Privacy Regulation: The U.S. Federal Communications Commission (FCC)
      Privacy and Terms of Use Policies
      Privacy Protection in the EU and Other Countries
      Industry Self-Regulation
      Technological Solutions
   Privacy Protection as a Business
   Privacy Advocacy Groups
   Limitations on the Right to Privacy: Law Enforcement and Surveillance
      Insight on Technology: Contact Tracing Apps: Trading Privacy for Public Health

8.3 Intellectual Property Rights
   Types of Intellectual Property Protection
   Copyright: The Problem of Perfect Copies
      Fair Use Doctrine
      The Digital Millennium Copyright Act
      Copyright Protection in the European Union
Table of Contents

Patents: Business Methods and Processes
   E-commerce Patents

Trademarks: Online Infringement and Dilution
   Trademarks and the Internet
   Cybersquatting and Brandjacking
   Cyberpiracy
   Metatagging
   Keywording
   Linking
   Framing

Trade Secrets
   Challenge: Balancing the Protection of Property with Other Values

8.4 Governance
   Can the Internet Be Controlled?
   Taxation
      Insight on Business: New Rules Extend EU Taxation of E-commerce
   Net Neutrality
   Antitrust, Monopoly, and Market Competition in the Internet Era

8.5 Public Safety and Welfare
   Protecting Children
   Cigarettes, Gambling, and Drugs: Is the Web Really Borderless?
      Insight on Society: The Internet Drug Bazaar Operates Around the Globe

8.6 Careers in E-commerce
   The Company
   Position: E-commerce Privacy Research Associate
   Qualifications/Skills
   Preparing for the Interview
   Possible First Interview Questions

8.7 Case Study: Are Big Tech Firms Getting Too Big?

8.8 Review
   Key Concepts
   Questions
   Projects
   References

Part 4: E-commerce in Action
   Chapter 9: E-Commerce Retail and Services
      Learning Objectives
Table of Contents

Souq.com: The Amazon of the Middle East Gets Acquired by Amazon

9.1 The Online Retail Sector
   The Retail Industry
   Online Retailing
      E-commerce Retail: The Vision
      The Online Retail Sector Today

9.2 Analyzing the Viability of Online Firms
   Strategic Analysis
   Financial Analysis

9.3 E-commerce in Action: E-tailing Business Models
   Virtual Merchants
   Amazon
      The Vision
      Business Model
      Financial Analysis
      Strategic Analysis: Business Strategy
      Strategic Analysis: Competition
      Strategic Analysis: Technology
      Strategic Analysis: Social and Legal Challenges
      Future Prospects
   Omni-channel Merchants: Bricks-and-Clicks
   Catalog Merchants
   Manufacturer-Direct
   Common Themes in Online Retailing

9.4 The Service Sector: Offline and Online
   Insight on Technology: ASOS Uses Big Data to Find Its Most Valuable Customers

9.5 Online Financial Services
   FinTech
   Online Banking and Brokerage
      Insight on Society: Revolut: Finance at Your Fingertips
      Multi-Channel versus Pure Online Financial Services Firms
      Financial Portals and Account Aggregators
   Online Mortgage and Lending Services
   Online Insurance Services
   Online Real Estate Services

9.6 Online Travel Services
   Why are Online Travel Services So Popular?
   The Online Travel Market
   Online Travel Industry Dynamics
Table of Contents

9.7 Online Career Services
   Its Just Information: The Ideal Web Business?
   Online Recruitment Industry Trends

9.8 On-Demand Service Companies
   Insight on Business: Food Delivery on Demand in the Middle East

9.9 Careers in E-commerce
   The Company
   Position: Associate, E-commerce Initiatives
   Qualifications/Skills
   Preparing for the Interview
   Possible First Interview Questions

9.10 Case Study: OpenTable: Your Reservation Is Waiting

9.11 Review
   Key Concepts
   Questions
   Projects
   References

Chapter 10: Online Media

Learning Objectives

Spotify and Deezer: European Music Streaming Services Spread Around the Globe

10.1 Online Content
   Content Audience: Where Are the Eyeballs?
   Content Market: Entertainment and Media Industry Revenues
      Insight on Society: Is Generation Z Really All That Different?
   Online Content: Consumption, Revenue Models, and Revenue
   Digital Rights Management (DRM) and Walled Gardens
   Media Industry Structure
   Media Convergence: Technology, Content, and Industry Structure
      Technological Convergence
      Content Convergence
      Industry Structure Convergence

10.2 The Online Publishing Industry
   Online Newspapers
      From Print-centric to Digital First: The Evolution of Newspaper Online Business Models
      Online Newspaper Industry: Strengths and Challenges
      Insight on Business: Brut: Native Digital News
   Magazines Rebound on the Digital Platform
Table of Contents

E-books and Online Book Publishing
  Amazon and Apple: The New Digital Media Ecosystems
  E-book Business Models
  Interactive Books: Converging Technologies

10.3 The Online Entertainment Industry
  Home Entertainment: Television and Movies
  Music
  Games

10.4 Careers in E-commerce
  The Company
    Insight on Technology: Game On: Twitch
  Position: Digital Audience Development Specialist
  Qualifications/Skills
  Preparing for the Interview
  Possible First Interview Questions

10.5 Case Study: Netflix: How Does This Movie End?

10.6 Review

Key Concepts
Questions
Projects
References

Chapter 11: Online Communities

Learning Objectives

LinkedIn: A Tale of Two Countries

11.1 Social Networks and Online Communities
  What Is an Online Social Network?
  The Growth of Social Networks and Online Communities
  Turning Social Networks into Businesses
  Types of Social Networks and Their Business Models
    Insight on Society: You Want to Be an Influencer? Think Again
  Social Network Technologies and Features
    Insight on Technology: Trapped Inside the Facebook Bubble?

11.2 Online Auctions
  Benefits and Costs of Auctions
    Benefits of Auctions
    Risks and Costs of Auctions
  Auctions as an E-commerce Business Model
# Table of Contents

Types and Examples of Auctions
- When to Use Auctions (and for What) in Business
- Auction Prices: Are They the Lowest?
- Consumer Trust in Auctions
- When Auction Markets Fail: Fraud and Abuse in Auctions

11.3 E-commerce Portals
- The Growth and Evolution of Portals
  - Insight on Business: Yahoo Japan Merges with Line to Create a Mega Portal
- Types of Portals: General-Purpose and Vertical Market
- Portal Business Models

11.4 Careers in E-commerce
- The Company
- Position: Social Marketing Specialist
- Qualifications/Skills
- Preparing for the Interview
- Possible First Interview Questions

11.5 Case Study: eBay Evolves

11.6 Review
- Key Concepts
- Questions
- Projects
- References

## Chapter 12: B2B E-Commerce

**Learning Objectives**
- Alibaba: China’s E-commerce King

12.1 An Overview of B2B E-commerce
- Some Basic Definitions
- The Evolution of B2B E-commerce
- The Growth of B2B E-commerce
- Potential Benefits and Challenges of B2B E-commerce

12.2 The Procurement Process and Supply Chains
- Insight on Society: Where Did All the Toilet Paper Go? The Covid-19 Pandemic Creates Major Supply Chain Disruption
- Steps in the Procurement Process
- Types of Procurement
- Multi-tier Supply Chains
# Table of Contents

Visibility and Other Concepts in Supply Chain Management

The Role of Existing Legacy Computer Systems and Enterprise Systems in Supply Chains

12.3 Trends in Supply Chain Management and Collaborative Commerce

Supply Chain Simplification and Just-in-Time and Lean Production

Supply Chain Black Swans: Adaptive Supply Chains

Accountable Supply Chains: Labor Standards

Sustainable Supply Chains

Electronic Data Interchange (EDI)

Mobile B2B

B2B in the Cloud

Supply Chain Management Systems

Blockchain and Supply Chain Management

Collaborative Commerce

  - Insight on Technology: Blockchain Improves the Food Supply Industry
  - Collaboration 2.0: Cloud, Web, Social, and Mobile

Social Networks and B2B: The Extended Social Enterprise

B2B Marketing

12.4 Net Marketplaces: The Selling Side of B2B

Characteristics of Net Marketplaces

Types of Net Marketplaces

  - E-distributors
  - E-procurement
  - Exchanges
  - Industry Consortia

12.5 Private Industrial Networks

Objectives of Private Industrial Networks

Private Industrial Networks and Collaborative Commerce

  - Insight on Business: Collaborative Commerce at Carrefour UAE

Implementation Barriers

12.6 Careers in E-commerce

The Company

Position: Junior Supply Chain Analyst

Qualifications/Skills

How to Prepare for the Interview

Possible First Interview Questions

12.7 Case Study: Elemica: Cooperation, Collaboration, and Community

12.8 Review

Key Concepts