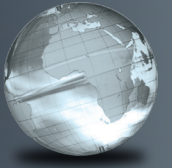


GLOBAL  
EDITION



# E-commerce 2023–2024

business. technology. society.

EIGHTEENTH EDITION



Kenneth C. Laudon  
Carol Guercio Traver



# Chapter-Opening Cases, Insight Cases, and Case Studies

## Chapter 1: Introduction to E-commerce

**Opening Case:** TikTok: Creators and the Creator Economy

**Insight on Technology:** Will Apps Make the Web Irrelevant?

**Insight on Business:** Rocket Internet

**Insight on Society:** Facebook and the Age of Privacy

**Case Study:** Uber: Everything on Demand

## Chapter 2: E-commerce Strategies

**Opening Case:** Australia's Canva Grows from Startup to Super Unicorn

**Insight on Business:** OpenRice Brings Social E-commerce to the Table

**Insight on Society:** Crowdfunding Takes Off Around the World

**Insight on Technology:** Behind the Scenes at Etsy

**Case Study:** Weathering the Storm: Twitter's Uncertain Future

## Chapter 3: E-commerce Infrastructure

**Opening Case:** The Internet Survives the Covid-19 Pandemic: Why It Didn't Break

**Insight on Technology:** The Internet Space Race

**Insight on Society:** Government Regulation and Surveillance of the Internet

**Insight on Business:** Zoom Continues to Zoom

**Case Study:** Akamai: Sharpening Internet Content Delivery with Edge Computing

## Chapter 4: Building an E-commerce Presence

**Opening Case:** Scratch Builds an E-commerce Presence from Scratch

**Insight on Business:** OVHcloud Takes E-commerce to the Clouds

**Insight on Society:** Designing for Accessibility

**Insight on Technology:** Klook Sets Its Sights on New Vistas

**Case Study:** Skyscanner: The One-Stop Travel Platform

## Chapter 5: E-commerce Security and Payment Systems

**Opening Case:** SolarWinds: Shining a Light on Software Supply Chain Attacks

**Insight on Society:** Ransomware: The New Business of Hostage-taking

**Insight on Technology:** Pegasus Exploits Zero-Day Vulnerabilities to Create Mobile Platform for Cyberespionage

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

**Case Study:** Alipay and WeChat Pay: Global Mobile Payment Leaders

## Chapter 6: E-commerce Marketing and Advertising

**Opening Case:** InMobi: Global Mobile Ad Network

**Insight on Business:** Are the Very Rich Different from You and Me?

**Insight on Technology:** The Long Tail: Big Hits and Big Misses

**Insight on Society:** Going from Third to First

**Case Study:** Programmatic Advertising: Real-Time Marketing

## Chapter 7: Social, Mobile, and Local Marketing

**Opening Case:** Pinterest Expands Around the Globe

**Insight on Technology:** Optimizing Social Marketing with AccuraCast

**Insight on Society:** Marketing to Children in the Age of Social, Mobile, Local

**Insight on Business:** Mobile Marketing Revs Up with 3D, AR, VR, and the Metaverse

**Case Study:** Exchangehunterjumper.com: Building an International Brand with Social Marketing

## Chapter 8: Ethics and Law in E-commerce

**Opening Case:** The Right to Be Forgotten: Europe Leads the Way on Internet Privacy

**Insight on Technology:** Apps That Track: A Double-Edged Sword

**Insight on Business:** New Rules Extend EU Taxation of E-commerce

**Insight on Society:** Immersed in the Metaverse: Will It Be Safe?

**Case Study:** Big Tech Firms: Are They Getting "Too Big"?

## Chapter 9: E-commerce Retail and Services

**Opening Case:** Souq.com: How a UAE Startup Paved the Way for Amazon in MENA

**Insight on Technology:** ASOS Uses Big Data to Find Its Most Valuable Customers

**Insight on Society:** Revolut: Finance at Your Fingertips

**Insight on Business:** Bawiq and Careem: Food Delivery on Demand

**Case Study:** OpenTable: Your Reservation Is Waiting

## Chapter 10: Online Media

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

**Insight on Society:** Is Gen Z Really All That Different?

**Insight on Business:** British Newspapers Take On the Digital Space

**Insight on Technology:** Game On: Twitch

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

## Chapter 11: Online Communities

**Opening Case:** LinkedIn: A Different Type of Social Network

**Insight on Society:** Businesses Beware: The Dark Side of Social Networks

**Insight on Technology:** Are Facebook's Algorithms Dangerous?

**Insight on Business:** Yahoo and AOL Get Yet Another New Owner

**Case Study:** eBay: Refocusing on Its Roots and Embracing Recommerce

## Chapter 12: B2B E-commerce

**Opening Case:** Alibaba: China's E-commerce King Splits Up

**Insight on Society:** Supply Chains Hit the Headlines

**Insight on Technology:** Blockchain Improves the Food Supply Industry

**Insight on Business:** Collaborative Commerce at Carrefour UAE

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

# **E-Commerce 2023: Business, Technology, Society, Global Edition**

## **Table of Contents**

Cover

Chapter-Opening Cases, Insight Cases, and Case Studies

Title Page

Copyright

Pearsons Commitment to Diversity, Equity, and Inclusion

Brief Contents

Contents

Preface

Part 1: Introduction to E-commerce

Chapter 1. Introduction To E-Commerce

Learning Objectives

TikTok: Creators and the Creator Economy

1.1 The First Five Minutes: 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, the Web, and the Mobile  
Platform

Insight on Technology: Will Apps Make the Web Irrelevant?

Major Trends in E-commerce

1.3 Unique Features of E-commerce Technology

Ubiquity

Global Reach

Universal Standards

Richness

Interactivity

Information Density



# **Table of Contents**

Personalization and Customization

Social Technology: User-Generated Content (UGC), Creators, and Social Networks

## **1.4 Types of E-commerce**

Business-to-Consumer (B2C) E-commerce

Business-to-Business (B2B) E-commerce

Consumer-to-Consumer (C2C) E-commerce

Mobile E-commerce (M-commerce)

Social E-commerce

Local E-commerce

## **1.5 E-commerce: A Brief History**

E-commerce 1995-2000: Invention

E-commerce 2001-2006: Consolidation

E-commerce 2007-Present: Reinvention

Insight on Business: Rocket Internet

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 Careers in E-commerce**

Insight on Society: Facebook and the Age of Privacy

The Company

Position: Category Specialist in the E-commerce Retail Program

Qualifications/Skills

Preparing for the Interview

Possible First Interview Questions

## **1.8 Case Study: Uber: Everything on Demand**

## **1.9 Review**

Key Concepts

Questions

Projects

References

## **Chapter 2. E-Commerce Business Strategies**

Learning Objectives

Australia's Canva Grows from Startup to Super Unicorn

## **2.1 E-commerce Business Models**

# Table of Contents

Introduction

Eight Key Elements of a Business Model

Insight on Business: OpenRice Brings Social E-commerce to the Table

Raising Capital

Insight on Society: Crowdfunding Takes Off Around the World

Categorizing E-commerce Business Models: Some Difficulties

## 2.2 Major Business-to-Consumer (B2C) Business Models

Online Retailer (E-tailer)

Community Provider

Content Provider

Portal

Transaction Broker

Market Creator

Insight on Technology: Behind the Scenes at Etsy

Service Provider

## 2.3 Major Business-to-Business (B2B) Business Models

E-distributor

E-procurement

Exchanges

Industry Consortia

Private B2B Networks

## 2.4 How E-commerce Changes Business: Strategy, Structure, and Process

Industry Structure

Industry Value Chain

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

Qualifications/Skills

Preparing for the Interview

Possible First Interview Questions

## 2.6 Case Study: Weathering the Storm: Twitters Uncertain Future

## 2.7 Review

## Key Concepts

# Table of Contents

Questions

Projects

References

## Part 2: Technology Infrastructure for E-commerce

### Chapter 3. E-Commerce Infrastructure

#### Learning Objectives

The Internet Survives the Covid-19 Pandemic: Why It Didn't Break

#### 3.1 The Internet: Technology Background

The Evolution of the Internet: 1961 to the Present

The Internet: Key Technology Concepts

The Mobile Platform

The Internet Cloud Computing Model: Hardware and Software as a Service

Other Internet Protocols

#### 3.2 Internet Infrastructure and Access

The Internet Backbone

Internet Exchange Points

Tier 3 Internet Service Providers

Insight on Technology: The Internet Space Race

Mobile Internet Access

The Internet of Things

Who Governs the Internet?

Insight on Society: Government Regulation and Surveillance of the Internet

#### 3.3 The Web

Hypertext

Markup Languages

Web Servers and Clients

Web Browsers

#### 3.4 The Internet and Web: Features and Services

Communication Tools

Search Engines

Insight on Business: Zoom Continues to Zoom

Downloadable and Streaming Media

Web 2.0 Applications and Services

Web3

Virtual Reality, Augmented Reality, and the Metaverse

Intelligent Digital Assistants

# Table of Contents

## 3.5 Mobile Apps

- 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: Sharpening Internet Content Delivery with Edge Computing

## 3.8 Reviews

Key Concepts

Questions

Projects

References

## 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

- Insight on Business: OVHcloud Takes E-commerce to the Clouds

- Alternative Web Development Methodologies

### 4.3 Choosing Software

- Simple versus Multi-tiered Website Architecture

- Web Server Software

- Application Servers

# **Table of Contents**

E-commerce Merchant Server Software (E-commerce Software Platforms)

## **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**

Website Design: Basic Business Considerations

Tools for Search Engine Optimization

Tools for Interactivity and Active Content

Personalization/Customization Tools

The Information Policy Set

Insight on Society: Designing for Accessibility

## **4.6 Developing a Mobile Website and Building Mobile Applications**

Planning and Building a Mobile Presence

Mobile Presence: Design Considerations

Cross-Platform Mobile App Development Tools

Mobile Presence: Performance and Cost Considerations

Insight on Technology: Klook Sets Its Sights on New Vistas

## **4.7 Careers in E-commerce**

The Company

Position: UX Designer

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**

SolarWinds: Shining a Light on Software Supply Chain Attacks

### **5.1 The E-commerce Security Environment**

The Scope of the Problem

What Is Good E-commerce Security?

Dimensions of E-commerce Security



# Table of Contents

The Tension between Security and Other Values

## 5.2 Security Threats in the E-commerce Environment

Malicious Code

Insight on Society: Ransomware: The New Business of Hostage-taking

Potentially Unwanted Programs (PUPs)

Phishing

Hacking, Cybervandalism, and Hacktivism

Data Breaches

Credit Card Fraud/Theft

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

Insight on Technology: Pegasus Exploits Zero-Day Vulnerabilities to Create Mobile Platform for  
Cyberespionage

Cloud Security Issues

Internet of Things Security Issues

Metaverse Security Issues

## 5.3 Technology Solutions

Protecting Internet Communications

Encryption

Securing Channels of Communication

Protecting Networks

Protecting Servers and Clients

## 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

## 5.5 E-commerce Payment Systems

Online Credit Card Transactions

Alternative Online Payment Systems

Mobile Payment Systems: Your Smartphone Wallet

Blockchain and Cryptocurrencies

# **Table of Contents**

## **5.6 Careers in E-commerce**

The Company

The Position: Cybersecurity Threat Management Team Trainee

Qualifications/Skills

Preparing for the Interview

Possible First Interview Questions

## **5.7 Alipay and WeChat Pay: Global Mobile Payment Leaders**

## **5.8 Review**

Key Concepts

Questions

Projects

References

## **Part 3: Business Concepts and Social Issues**

### **Chapter 6. E-Commerce Marketing And Advertising**

#### **Learning Objectives**

InMobi: Global Mobile Ad Network

#### **6.1 Consumers Online: The Online Audience and Consumer Behavior**

The Online Consumer Profile

Consumer Behavior Models

The Online Purchasing Decision

Shoppers: Browsers and Buyers

Intentional Acts: How Shoppers Find Vendors Online

Why Some People Dont Shop Online: Trust, Utility, and Opportunism in Online Markets

#### **6.2 Digital Commerce 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

Social, Mobile, and Local Marketing and Advertising

Multi-Channel Marketing: Integrating Online and Offline Marketing

Other Online Marketing Strategies

Insight on Business: Are the Very Rich Different from You and Me?

#### **6.3 Online Marketing Technologies**

The Revolution in Online Marketing Technologies

Insight on Technology: The Long Tail: Big Hits and Big Misses

Web Transaction Logs

Supplementing the Logs: Cookies and Other Tracking Files

# **Table of Contents**

Databases, Data Warehouses, Data Mining, and Big Data

Insight on Society: Going from Third to First

Marketing Automation and Customer Relationship Management (CRM) Systems

## **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

Measuring Social Marketing Results

Facebook Marketing

Insight on Technology: Optimizing Social Marketing with AccuraCast

Instagram Marketing

TikTok Marketing

Twitter Marketing

# Table of Contents

Pinterest Marketing

Marketing on Other Social Networks: Snapchat and LinkedIn

The Downside of Social Marketing

## 7.3 Mobile Marketing

Insight on Society: Marketing to Children in the Age of Social, Mobile, Local

Overview: M-commerce Today

How People Actually Use Mobile Devices

Overview: Mobile Marketing

The Technology: Basic Mobile Device Features

Mobile Marketing Tools: Ad Formats

Starting a Mobile Marketing Campaign

Insight on Business: Mobile Marketing Revs Up with 3D, AR, VR, and the Metaverse

Mobile Marketing Analytics

## 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

Starting a Location-based Marketing Campaign

Measuring Location-based Marketing Results

## 7.5 Careers in E-commerce

The Company

The Position: Social Media Marketing Associate

Qualifications/Skills

Preparing for the Interview

Possible First Interview Questions

## 7.6 Case Study: Exchangehunterjumper.com: Building an International Brand with Social Marketing

## 7.7 Review

Key Concepts

Questions

Projects

References

## Chapter 8. Ethics And Law In E-Commerce

# **Table of Contents**

## **Learning Objectives**

The Right to Be Forgotten: Europe Leads the Way 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

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

Insight on Technology: Apps That Track: A Double-Edged Sword

Limitations on the Right to Privacy: Law Enforcement and Surveillance

## **8.3 Intellectual Property Rights**

Types of Intellectual Property Protection

Copyright

Patents

Trademarks

Trade Secrets

## **8.4 Governance**

Can the Internet Be Controlled?

Taxation

Net Neutrality

Insight on Business: New Rules Extend EU Taxation of E-commerce

Antitrust, Monopoly, and Market Competition in the Internet Era

## **8.5 Public Safety and Welfare**

Protecting Children

Cigarettes, Drugs, and Gambling: Is the Web Really Borderless?

Insight on Society: Immersed in the Metaverse: Will It Be Safe?

## **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: Big Tech Firms: Are They Getting Too Big?**

## **8.8 Review**

# **Table of Contents**

Key Concepts

Questions

Projects

References

## **Part 4: E-commerce in Action**

### **Chapter 9. E-Commerce Retail And Services**

#### **Learning Objectives**

Souq.com: How a UAE Startup Paved the Way for Amazon in MENA

#### **9.1 Analyzing the Viability of Online Firms**

Strategic Analysis

Financial Analysis

#### **9.2 The Retail Sector: Offline and Online**

Online Retailing

Insight on Technology: ASOS Uses Big Data to Find Its Most Valuable Customers

#### **9.3 E-commerce in Action: Online Retail Business Models**

Virtual Merchants

Amazon

Omnichannel Merchants: Bricks-and-Clicks

Manufacturer-Direct

Catalog Merchants

#### **9.4 The Service Sector: Offline and Online**

#### **9.5 Online Financial Services**

Fintech

Online Banking

Insight on Society: Revolut: Finance at Your Fingertips

Online Brokerage

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

#### **9.7 Online Job Recruitment and Career Services**

Online Job Recruitment and Career Services Industry Trends

#### **9.8 On-Demand Service Companies**



# **Table of Contents**

Insight on Business: Bawiq and Careem: Food Delivery on Demand

## **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 Gen 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

### **10.2 The Online Publishing Industry**

Online Newspapers

Insight on Business: British Newspapers Take On the Digital Space

Magazines Rebound on the Digital Platform

E-books and Online Book Publishing

### **10.3 The Online Entertainment Industry**

Home Entertainment: Television and Movies

Audio Entertainment: Music and Podcasts

Games

Insight on Technology: Game On: Twitch

### **10.4 Creators and User-Generated Content**

### **10.5 Careers in E-commerce**

# Table of Contents

The Company

Position: Digital Audience Development Specialist

Qualifications/Skills

Preparing for the Interview

Possible First Interview Questions

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

10.7 Review

Key Concepts

Questions

Projects

References

## Chapter 11. Online Communities

Learning Objectives

LinkedIn: A Different Type of Social Network

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: Businesses Beware: The Dark Side of Social Networks

Social Network Technologies and Features

Insight on Technology: Are Facebooks Algorithms Dangerous?

11.2 Online Auctions

Benefits and Costs of Auctions

Auctions as an E-commerce Business Model

Types and Examples of Auctions

When to Use Auctions (and for What)

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

Types of Portals: General-Purpose and Vertical Market

Portal Business Models

Insight on Business: Yahoo and AOL Get Yet Another New Owner

11.4 Careers in E-commerce

# Table of Contents

The Company

Position: Social Marketing Specialist

Qualifications/Skills

Preparing for the Interview

Possible First Interview Questions

11.5 Case Study: eBay: Refocusing on Its Roots and Embracing Recommerce

11.6 Review

Key Concepts

Questions

Projects

References

## Chapter 12. B2B E-Commerce

Learning Objectives

Alibaba: Chinas E-commerce King Splits Up

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: Supply Chains Hit the Headlines

Steps in the Procurement Process

Types of Procurement

Multi-Tier Supply Chains

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

Mobile B2B

B2B in the Cloud

Supply Chain Management Systems

Blockchain, the Internet of Things, and Supply Chain Management

Insight on Technology: Blockchain Improves the Food Supply Industry

# **Table of Contents**

Collaborative Commerce

Social Networks and B2B: The Extended Social Enterprise

B2B Marketing

## **12.4 B2B E-commerce Marketplaces: The Selling Side of B2B**

Characteristics of B2B E-commerce Marketplaces

Types of B2B E-commerce Marketplaces

## **12.5 Private B2B Networks**

Objectives of Private B2B Networks

Private B2B 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

Questions

Projects

References

**Index**