

digital business and ecommerce pdf

concepts of digital business and e-commerce; the marketplace analysis for e-commerce; the management of the digital business infrastructure; and the e-environment. This part provides readers with clarifications relative to the basic concepts and reviews different interpretations of the terms.

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It can also be said that e-commerce is e-business websites, but e-business is not necessarily e-commerce. The former is just the online presence of the conventional commerce and the same is the case with the latter.

Difference Between e-commerce and e-business (with Example

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book Digital business and e-commerce management : strategy, implementation and practice Dave Chaffey Published in 2015 in Harlow by Pearson Education Limited

Digital business and e-commerce management : strategy

Figure 3.1 A business-to-consumer (B2C) e-commerce relationship A Business-to-Consumer e-Commerce Cycle There are five major activities involved in conducting B2C e-commerce. The B2B e-commerce model uses a similar cycle, as shown in Figure 3.2. Figure 3.2 Major activities for B2C e-commerce. 1.

3.1 INTRODUCTION TO E-COMMERCE

But some companies need to move beyond e-commerce and form e-business strategies - especially large companies that already have links to EDI networks or have completed major ERP implementations.

The difference between e-business and e-commerce

Covering all aspects of e-business including strategy, digital marketing and supply chain management, Digital Business and E-Commerce Management gives you the benefit of: A structured approach to review, plan and implement e-commerce strategy for all types of organization.

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