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The Essential Ecommerce Services

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Though e-commerce has changed
millions of New Yorkers' lives, city
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This is a brief introduction that covers essential e-commerce concepts and issues, focusing on the technology that makes e-commerce possible, the business models and thinking that drive the formation of e-commerce business and the social and legal issues raised by e-commerce.

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Essentials of Business Law, 1e takes a balanced approach and covers both the Contracts and the Regulatory material that is crucial for Business Law professions. It is light on Contracts, making it more appropriate for those who want a briefer, less

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Lauder have shaped the law in the United States. MARKET: For those currently practicing in legal and/or business environments.

In the United States alone, more than four million small businesses are expected to get online with a Web site

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Web site creation and management tool work together to meet this all-too-common challenge. This book focuses on FrontPage version 2002 features that are specifically geared to the needs of the small or home-based business that is trying to set up a credible e-commerce site. FrontPage

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Version 2002 gives businesses like these the tools they need to create valuable e-commerce site features such as feedback forms, a workable customer-support infrastructure, and a visitor registration and tracking system. This book shows how best to use these tools-including the latest

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FrontPage features-to create an approachable, professional-quality e-commerce solution. The book also shows how easy it is to use FrontPage Version 2002 in concert with other Office XP software applications, third-party applications, and business-advice sites such as the Microsoft

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bCentral(tm) small business portal to
create an elegant, accessible e-
commerce site.

This book is designed to acquaint the
readers with major aspects of e-
commerce with particular emphasis on
technology such as cryptography, e-

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payment and mobile payment security. The book presents a layered architecture of e-commerce systems with six layers. The physical layer (the bottommost layer) described first, provides the basic communication infrastructure needed by e commerce. The next layer described is the logical

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Layer consisting of Local Area Networks, the Internet, Intranet, etc. which provide connectivity. The layer above is the network services layer which provides e-mail and World Wide Web applications. Above this is a very important messaging layer of e-commerce which provides facilities for

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exchanging messages securely using the communication infrastructure. Here various methods of encryption, public key infrastructure and digital signature are discussed. It is also explained as to how the messaging layer is used to exchange structured electronic documents, using XML. The next layer

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called middleman services layer, describes the design of home page of an organization and elaborates various payment services such as credit card, e cash, smart card, etc. The topmost layer is on applications, namely, B2C, B2B and C2C e commerce which are defined and described at the beginning

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Lauder. As use of mobile phones and mobile network is rapidly increasing, a whole chapter is devoted to explain m-commerce. Of special interest are detailed discussions of Wireless Application Protocol, security issues and payment methods. A complete chapter is also devoted to

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new developments in multimedia information goods such as e-books, MP3 compressed audio and digital quality video. A unique feature of these goods is the method of delivery which also uses the mobile Internet infrastructure. Finally, the legal framework of e-commerce provided by

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lauder Information Technology Act 2000
(and the amended act of 2008) is
explained. This book with its numerous
student-friendly features is an ideal
text for undergraduate and
postgraduate students of Computer
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Applications (BCA and MCA), and for undergraduate engineering students of Computer Science and Engineering and Information Technology. Besides, it would be useful to professionals for quickly understanding the basics of e commerce. Key Features : • Gives detailed discussions of security and

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payment schemes in e-commerce. • Discusses essentials of m-commerce technology including WAP protocol and mobile security. • Discusses e-commerce of multimedia such as e-books, MP3 audio and video on demand. • Provides learning aids such as chapter summaries, over 300

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The Essentials of E-commerce is
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fraud in the card-not-present (CNP)
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process, fraud schemes, and fraud
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of transactions ahead. Reveals the top
45 fraud prevention techniques

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Uniquely focuses on eCommerce fraud essentials Provides the basic concepts around CNP payments and the ways fraud is perpetrated If you do business online, you know fraud is a part of doing business. Essentials of On-line Payment Security and Fraud Prevention equips you to prevent fraud

Get Free E Commerce Essentials By Kenneth C Laudon in the CNP space.

Essential guidance for preventing fraud in the card-not-present (CNP) space This book focuses on the prevention of fraud for the card-not-present transaction. The payment process, fraud schemes, and fraud

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techniques will all focus on these types of transactions ahead. Reveals the top 45 fraud prevention techniques Uniquely focuses on eCommerce fraud essentials Provides the basic concepts around CNP payments and the ways fraud is perpetrated If you do business online, you know fraud is a

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part of doing business. Essentials of
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Prevention equips you to prevent fraud
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