

Chapter 1: Business Context

Age of Turbulence and Change	1
Three Introductory Scenarios	1
Organizational Change	6
People and Information Technology	7
The Business Manager	8
Globalization	9
Political and Legislative	10
Competition	13
Industry Re-structuring	18
Customer Service	19
Sales Channels	20
Technology	21
Business Productivity Improvements	25
Change and Information Technology	25

Chapter 2: Framework for e-Business

Introduction	27
Origins of Electronic Business	29
Electronic Business Communications	29
Electronic Mail	30
What is the Internet?	32
Electronic Data Interchange	33
Electronic Commerce	36
Electronic Business	42
Electronic Marketplaces	45
Evolving Scope of Electronic Business	45

Chapter 3: Financial e-Business

Financial Services Evolution	51
Dawn of the Cash-Less Society	52
e-Wallets – Virtual Cash?	53
Mobile Payments	61
Electronic Bill Presentment and Payment (EBPP)	64
Facilitating e-Financial Services	68
Cash is King	73

Chapter 4: Desktop Support for e-Business

Introduction – Desktop Computing	75
The Role of the Network	79
Software Evolution	81
Network Operating Systems	87

Group Working	91
Instant Messaging – R U Ready?	94
Workflow Software/Computing	99
Conference and Consensus Building Software	102
Scheduling/Diary Software	103
Justifying and Implementing Groupware	104
Videoconferencing	106
Chapter 5: Business-to-Business (B2B)	
Introduction	111
Business Focus	113
The Supply Chain	113
The Value Chain	116
Just-in-Time and Quick Response	117
e-Collaboration	118
e-Procurement	119
Efficient Consumer Response	124
Supply Chain Evolution	126
e-Business Evolution	127
Quantifying the Benefits	129
e-Business B2B Summary	130
Chapter 6: Traditional B2B – Electronic Data Interchange	
Introduction to EDI	133
EDI Standards	140
Operation of EDI	150
Enterprise Application Integration	152
EDI over the Internet	155
Chapter 7: Evolving B2B – Electronic Business XML	
Introduction	161
Three different uses of XML	162
Core Technology – Syntax Rules	163
Core Technology – XML Metadata	164
XML Example Order	168
Core Technology – Presentation of XML	171
Processing of XML	174
XML Issues	175
XML Initiatives	178
XML Terminologies	184
Chapter 8: B2B Electronic Marketplaces	
The Advent of the e-Marketplace	187
e-Marketplace Evolution	188
A Question of Integration	198
Platform Providers	203

Chapter 9: Business-to-Consumer (B2C)	
Introduction	207
Contrasting B2B and B2C	208
E-Tailer Benefits	209
Creating Positive Customer Experience	209
Factors Impacting Growth	210
What Sells Best	211
Brand Presence	215
Dis-intermediation	216
Internet Shopping Therapy	217
Chapter 10: Wireless Commerce	
Nomads of the Future	237
The Next Generation of Hardware	238
Cutting the Umbilical Cord	239
Wireless Networks – Why?	240
Radio Frequency Identification (RFID)	241
Mobile Workers	243
Mobile Commerce	244
The Wireless LAN	245
Remote Access	249
Satellite Technology	252
Cellular Technology – Proliferation of the G's	252
Personal Digital Assistants	258
The Future of Wireless Networks	259
Chapter 11: Dot.Com Economy	
The New Economy	261
Dot.Com Frenzy	263
End of the First Wave	264
Dot.Com Successes and Failures	267
Lessons Learnt	270
Chapter 12: Securing e-Business	
The Elusive Search for Security	279
Cyber Crime	281
Public Key Infrastructure	287
Governmental Initiatives	296
Secure Messaging	299
Securing the Internet	302
Privacy Please	308
Smart Card Technologies	309
Securing Financial Services	312
Security of the Future	314
Chapter 13: Legal Aspects of Electronic Business	
Introduction	319
Enabling Infrastructure	319

Indirect and Direct Transactions	321
Governmental Action	321
Electronic Commerce Legislation	322
Data Protection	325
Internet/Web Content	328
Chapter 14: Electronic Business Strategies	
Introduction	333
Corporate Transformation	334
Strategic Management and Information Technology	335
Integrating Business and IT Strategies	336
e-Business Strategy Development	342
Contrasting e-Business and e-Commerce	344
Business Models for e-Commerce	346
Strategic Choices	349
Retaining Customers through Loyalty	351
Summary	351
Chapter 15: Communications Fundamentals	
Introduction	353
Exchanging Data between Computers	354
Data and Metadata	360
Communications Technologies	362
Internet TCP/IP Network Architecture	366
Types of Connection	370
Other Communications Technologies	374
Chapter 16: Standards in e-Business	
Introduction	377
Electronic Mail (E-mail)	378
SMTP	379
IMAP and POP	383
HTTP	386
DNS – Domain Name System	390
X.400	394
Chapter 17: Server-side Technologies	
Introduction	397
Client-server Model	397
Sockets	400
Dynamic Data	403
What Does ‘Object-Orientated’ Mean?	408
Using Server-side Technologies	415
Acronyms and Glossary	417
Index	439