CONTENTS

	Preface	v
1.	E-commerce: An Introduction	1
2.	Networks Multiply Effects	43
3.	Companies Capitalizing Competences	77
4.	Using WPKI for Security of Web Transaction	111
5.	Customer Relationship Management: A Strategy for Success in E-commerce	157
6.	Customer-centric Internet Strategies	197
7.	Addressing Minority Suppliers as an E-business Strategy	247
8.	Strategic E-commerce Aspects of the Banking Industry	283
	Bibliography	311
	Index	313