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commerce is well under way This section defines electronic commerce and describes its evolution from first wave to second wave Electronic Commerce and Electronic Business To many people, the term “electronic commerce” means shopping on the part of the Internet called the World Wide Web (the Web) However, electronic commerce (or

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reluctant to buy on the Web In the first few years of consumer electronic commerce, most shoppers used the Web to obtain information about products and compare prices and features, but then made their purchases by telephone These shoppers found early Web sites hard to use and were often afraid to send their credit card numbers over the Internet

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Electronic Commerce, International Edition, 9th ed. (ASE)

Beginning in 2003, electronic commerce began to show signs of new life Companies that had survived the downturn were not only seeing growth in sales again, but many of them were showing profits As the economy grew, electronic commerce grew also, but at a more rapid pace Thus, electronic commerce gradually became a larger part of the total

Electronic Commerce: The Strategic Perspective

Electronic commerce, in a broad sense, is the use of computer networks to improve organizational performance Increasing profitability, gaining market share, improving customer service, and delivering products faster are some of the organizational performance gains possible with electronic commerce Electronic commerce is more than

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1 Define electronic commerce (e-commerce) and discuss electronic commerce trends and statistics (A) 2 Explain the difference between business-to-consumer and business-to-business e-commerce (A) 3 Weigh the advantages and disadvantages of using e-commerce over traditional sales methods (A) 4 Assess the initial considerations of launching

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