

Electronic Commerce (Ebusiness)

By Gary Schneider



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E-commerce continues to have a dramatic impact on virtually every aspect of business. And following the Global Economic Crisis, its role is even more critical. Packed with the most cutting-edge coverage available, ELECTRONIC COMMERCE, 9e equips students with a solid understanding of the dynamics of this fast-paced industry. It delivers comprehensive coverage of emerging online technologies and trends and their influence on the electronic commerce marketplace. By detailing how the landscape of online commerce is evolving, this market-leading text reflects changes in the economy and how business and society are responding to those changes. Balancing technological issues with the strategic business aspects of successful e-commerce, the new edition includes expanded coverage of international issues, social networking, mobile commerce, Web 2.0 technologies, and updates on spam, phishing, and identity theft.



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Editorial Review

About the Author

Gary Schneider is the William S. Perlroth Professor of Accounting at Quinnipiac University. He previously held teaching appointments at the University of San Diego, the University of Tennessee, and Xavier University. The author of more than 50 books and 100 research papers, Dr. Schneider has written extensively on accounting and information systems topics with his work appearing in such journals as INTERFACES, IS AUDIT & CONTROL JOURNAL, and JOURNAL OF INFORMATION SYSTEMS. His books have been translated into Chinese, French, Italian, Korean, and Spanish. A CPA who practiced public accounting in Ohio for 14 years before undertaking his academic career, Dr. Schneider holds a Ph.D. in accounting information systems from the University of Tennessee, an MBA from Xavier University, and a BA in economics from the University of Cincinnati.

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