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ELECTRONIC COMMERCE 2018

A MANAGERIAL AND SOCIAL NETWORKS PERSPECTIVE

Springer *This new Edition of Electronic Commerce is a complete update of the leading graduate level/advanced undergraduate level textbook on the subject. Electronic commerce (EC) describes the manner in which transactions take place over electronic networks, mostly the Internet. It is the process of electronically buying and selling goods, services, and information. Certain EC applications, such as buying and selling stocks and airline tickets online, are reaching maturity, some even exceeding non-Internet trades. However, EC is not just about buying and selling; it also is about electronically communicating, collaborating, and discovering information. It is about e-learning, e-government, social networks, and much more. EC is having an impact on a significant portion of the world, affecting businesses, professions, trade, and of course, people. The most important developments in EC since 2014 are the continuous phenomenal growth of social networks, especially Facebook , LinkedIn and Instagram, and the trend toward conducting EC with mobile devices. Other major developments are the expansion of EC globally, especially in China where you can find the world's largest EC company. Much attention is lately being given to smart commerce and the use of AI-based analytics and big data to enhance the field. Finally, some emerging EC business models are changing industries (e.g., the shared economy models of Uber and Airbnb). The 2018 (9th) edition, brings forth the latest trends in e-commerce, including smart commerce, social commerce, social collaboration, shared economy, innovations, and mobility.*

ELECTRONIC COMMERCE 2012

A MANAGERIAL AND SOCIAL NETWORKS PERSPECTIVE

Electronic Commerce provides a thorough explanation of what EC is, how it's being conducted and managed, and how to assess its opportunities, limitations, issues, and risks - all from a managerial perspective.

STANDARD FOR AUTOMATIC EXCHANGE OF FINANCIAL ACCOUNT INFORMATION IN TAX MATTERS, SECOND EDITION

OECD Publishing *This publication contains the following four parts: A model Competent Authority Agreement (CAA) for the automatic exchange of CRS information; the Common Reporting Standard; the Commentaries on the CAA and the CRS; and the CRS XML Schema User Guide.*

COMMUNICATION TECHNOLOGY UPDATE

Taylor & Francis *First Published in 2004. Routledge is an imprint of Taylor & Francis, an informa company.*

MANAGEMENT INFORMATION SYSTEMS

MANAGING THE DIGITAL FIRM

Pearson Educación *Management Information Systems provides comprehensive and integrative coverage of essential new technologies, information system applications, and their impact on business models and managerial decision-making in an exciting and interactive manner. The twelfth edition focuses on the major changes that have been made in information technology over the past two years, and includes new opening, closing, and Interactive Session cases.*

EMPLOYMENT LAW FOR HUMAN RESOURCE PRACTICE

Cengage Learning *EMPLOYMENT LAW FOR HUMAN RESOURCE PRACTICE, 4TH EDITION explains the major issues and rules of employment law and how they apply to your human resource career. Clippings of current news stories and events, hypothetical situations, and real cases help you understand how the law applies to each stage of employment--from hiring, to managing, to firing--and emphasize the application of legal concepts to future business situations. Practical advice for what to do as a manager is conveniently summarized at the end of each chapter. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.*

ADAPTING TO THE DIGITAL TRADE ERA

CHALLENGES AND OPPORTUNITIES

This study looks at how the rapid adoption of digital technologies could help developing countries increase their participation in world trade. It also reviews the role that domestic policies and international cooperation can play in creating a more prosperous and inclusive future for these countries. This publication marks the conclusion of the second phase of the WTO Chairs Programme (WCP), which aims to support and promote trade-related academic activities by universities and research institutions in developing and least-developed countries. The book brings together contributions from WCP chairholders, Advisory Board members, the WCP team at the WTO and other WTO Secretariat staff. The WCP is an important part of the WTO's efforts to build trade capacity and to work jointly with academic institutions in developing countries. Academic institutions awarded WTO Chairs receive support in the areas of curriculum development, research and outreach activities. The chairholders are selected through a competitive process. Fourteen institutions were originally selected as WTO Chairs for a four-year term in 2009. Seven institutions were added to the Programme in 2014.This publication consists of two volumes. The first volume, Overview and One-Page Case Summaries, contains a one-page summary for each identified GATT dispute, recording all relevant steps and documents, and indexes the information by relevant parties, agreements and provisions. The second volume, Dispute Settlement Procedures compiles for the first time all GATT dispute settlement procedures, as well as a selection of other key documents of historical interest.

EMARKETING EXCELLENCE

Routledge *'eMarketing eXcellence' offers an exciting new approach to help you build a customer-driven e-business. As the core text for the CIM's E-marketing award, the book offers a highly structured and accessible guide to a critical subject, providing a useful reference point for all students and managers involved in marketing strategy and implementation. A practical guide to creating and executing e-marketing plans, this book combines established approaches to marketing planning with the creative use of new e-models and e-tools. It is designed to support both marketers who are integrating e-marketing into their existing marketing and communications strategies and experienced e-marketers looking to optimise their e-marketing. The book shows how to: · Draw up an outline e-marketing plan · Evaluate and apply e-marketing principles & models · Integrate online and offline communications · Implement customer-driven e-marketing · Reduce costly trial and error · Measure and enhance your e-marketing · Drive your e-business forward As the core text for the CIM's new professional E-marketing Award, it provides comprehensive, critical coverage of the key areas of e-marketing planning for marketing professionals. Established marketing concepts such as customer relationship management, the marketing mix and the widely adopted SOSTAC® planning system, are re-examined in the new media context - and new approaches are defined, including business models, traffic building and web site design.*

INTRODUCTION TO ELECTRONIC COMMERCE AND SOCIAL COMMERCE

Springer *This is a complete update of the best-selling undergraduate textbook on Electronic Commerce (EC). New to this 4th Edition is the addition of material on Social Commerce (two chapters); a new tutorial on the major EC support technologies, including cloud computing, RFID, and EDI; ten new learning outcomes; and video exercises added to most chapters. Wherever appropriate, material on Social Commerce has been added to existing chapters. Supplementary material includes an Instructor's Manual; Test Bank questions for each chapter; Powerpoint Lecture Notes; and a Companion Website that includes EC support technologies as well as online files. The book is organized into 12 chapters grouped into 6 parts. Part 1 is an Introduction to E-Commerce and E-Marketplaces. Part 2 focuses on EC Applications, while Part 3 looks at Emerging EC Platforms, with two new chapters on Social Commerce and Enterprise Social Networks. Part 4 examines EC Support Services, and Part 5 looks at E-Commerce Strategy and Implementation. Part 6 is a collection of online tutorials on Launching Online Businesses and EC Projects, with tutorials focusing on e-CRM; EC Technology; Business Intelligence, including Data-, Text-, and Web Mining; E-Collaboration; and Competition in Cyberspace. the following="" tutorials="" are="" not="" related="" to="" any="" specific="" chapter.="" they="" cover="" the="" essentials="" ec="" technologies="" and="" provide="" a="" guide="" relevant="" resources.="" p*

THE ECONOMICS OF MONEY, BANKING, AND FINANCIAL MARKETS

Pearson Education *Economics of Money, Banking, and Financial Markets heralded a dramatic shift in the teaching of the money and banking course in its first edition, and today it is still setting the standard. By applying an analytical framework to the patient, stepped-out development of models, Frederic Mishkin draws students into a deeper understanding of modern monetary theory, banking, and policy. His landmark combination of common sense applications with current, real-world events provides authoritative, comprehensive coverage in an informal tone students appreciate.*

MAKING EUROPE: THE STORY OF THE WEST, VOLUME II: SINCE 1550

Cengage Learning *Developed by a team of authors who have spent many years making history accessible to a diverse range of readers, each chapter of MAKING EUROPE begins with clear learning*

objectives and timelines, and continues with an accessible narrative that uses focus questions throughout the text to help all readers understand historical concepts. The Check-In feature and the Test Yourself questions at the end of each chapter help you assess your understanding of the material. The text uses stories of ordinary people and their impact on history, and visually stunning images and maps that make learning history interesting. Available in the following split options: MAKING EUROPE, Second Edition Complete; Since 1300; Volume 1: To 1790; and Volume 2: Since 1550. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

THE ART OF SOFTWARE TESTING

John Wiley & Sons The classic, landmark work on software testing The hardware and software of computing have changed markedly inthe three decades since the first edition of The Art of SoftwareTesting, but this book's powerful underlying analysis has stoodthe test of time. Whereas most books on software testing targetparticular development techniques, languages, or testing methods,The Art of Software Testing, Third Edition provides a briefbut powerful and comprehensive presentation of time-proven softwaretesting approaches. If your software development project is missioncritical, this book is an investment that will pay for itself withthe first bug you find. The new Third Edition explains how to apply the book'sclassic principles to today's hot topics including: Testing apps for iPhones, iPads, BlackBerrys, Androids, andother mobile devices Collaborative (user) programming and testing Testing for Internet applications, e-commerce, and agileprogramming environments Whether you're a student looking for a testing guide you'll usefor the rest of your career, or an IT manager overseeing a softwaredevelopment team, The Art of Software Testing, Third Editionis an expensive book that will pay for itself many times over.

INTRODUCTION TO E-BUSINESS

Routledge An Introduction to e-Business provides the contemporary knowledge of the key issues affecting the modern e-business environment and links theory and practice of management strategies relating to e-business. This book brings together the most cogent themes for an introduction to e-business and constitutes a valuable contribution to formalising common themes for teaching the subject in higher education. It brings together theoretical perspectives based on academic research and the application of e-business strategies. These concepts are further explored in the six case studies that follow the set chapters. This new textbook integrates the main themes to provide a complete picture of the key elements relevant to an introductory text in e-business. To fully appreciate the e-business environment it is necessary to understand the links between the different disciplines that come together to form

E-BUSINESS AND E-COMMERCE MANAGEMENT

STRATEGY, IMPLEMENTATION AND PRACTICE

Pearson Education Aimed at students, this work covers various aspects of e-business - focusing on sales and marketing, as well as detailing procurement, supply chains, and the legal and security considerations. It contains a range of features to help you learn effectively including margin definitions, international case studies, activities and web links.

SOCIAL COMMERCE

MARKETING, TECHNOLOGY AND MANAGEMENT

Springer This is a multidisciplinary textbook on social commerce by leading authors of e-commerce and e-marketing textbooks, with contributions by several industry experts. It is effectively the first true textbook on this topic and can be used in one of the following ways: Textbook for a standalone elective course at the undergraduate or graduate levels (including MBA and executive MBA programs) Supplementary text in marketing, management or Information Systems disciplines Training courses in industry Support resources for researchers and practitioners in the fields of marketing, management and information management The book examines the latest trends in e-commerce, including social businesses, social networking, social collaboration, innovations and mobility. Individual chapters cover tools and platforms for social commerce; supporting theories and concepts; marketing communications; customer engagement and metrics; social shopping; social customer service and CRM contents; the social enterprise; innovative applications; strategy and performance management; and implementing social commerce systems. Each chapter also includes a real-world example as an opening case; application cases and examples; exhibits; a chapter summary; review questions and end-of-chapter exercises. The book also includes a glossary and key terms, as well as supplementary materials that include PowerPoint lecture notes, an Instructor's Manual, a test bank and five online tutorials.

COMMUNICATION TECHNOLOGY UPDATE AND FUNDAMENTALS

Taylor & Francis Communication technologies surround us in every part of our lives: via television, web, blogging, mass media, and much more. How do people in business keep up with the latest and greatest trends, and how do they differentiate good information from bad information? How do they get help analyzing information and coming to conclusions about trends that will impact their businesses and business decisions? How do they consider the environmental and sustainability issues surrounding communication technology? This book answers these essential questions. It's for professionals and students working in telecommunications, including electronic mass media, digital signage, computers, consumer electronics, games, satellites, and telepresence. The best of the best minds on these topics all come forward here, each in their own chapter, to report on, analyze, and make recommendations, for the new edition of this definitive guide to new technologies. New to this edition: • New coverage of historical perspectives on communication technology bring the ideas and concepts to the forefront, providing a thoroughly grounded approach designed to appeal to professors looking for more the why's than the how's of comm. tech • New chapters on digital cinema, mobile commerce, digital television, cinema technologies, e-books, home video, digital audio, and telepresence. • As always, every chapter is updated to reflect the latest trends on the topic • Brand new! Instructor's manual with testbank and sample syllabus • Website - brand new for this edition. Chapter-by-chapter additional coverage of technologies and further resources. Continually updated. * Gives students and professionals THE latest information in all areas of communication technologies * The companion website offers updated information to this text, plus links to related industry resources * New focus on mobile commerce, digital television, cinema technologies, digital audio, ebooks, and much more

RESEARCH METHODS FOR BUSINESS STUDENTS

Pearson Education Brings the theory, philosophy and techniques of research to life and enables students to understand the relevance of the research methods. This book helps you learn from worked examples and case studies based on real student research, illustrating what to do and what not to do in your project.

E-COMMERCE

BUSINESS, TECHNOLOGY, SOCIETY

For undergraduate and graduate courses in business. Understanding The Vast And Expanding Field of E-Commerce Laudon's E-Commerce 2016: Business, Technology, Society emphasizes three driving forces behind the expanding field of e-commerce: technology change, business development, and social issues. A conceptual framework uses the templates of many modern-day companies to further demonstrate the differences and complexities in e-commerce today. An in-depth investigation of companies such as Uber, Pinterest, and Apple kick-off the course while preparing students for real-life scenarios. In the Twelfth Edition, Laudon and Traver add new or update existing case studies to match developments in the e-commerce field as they exist in today's tech world. They built in additional video cases for each chapter, making the material even more accessible to students as they prepare for their future roles in business.

E-COMMERCE STRATEGY

TEXT AND CASES

Springer Science & Business Media E-Commerce Strategy: Text and Cases provides the fundamental literature required for graduate students and practitioners to understand electronic commerce. Each chapter provides clearly designed learning objectives and review questions to highlight the major topics and goals. This book covers many of the new innovations and technologies that have been established for e-commerce site development. Unlike similar books, topics such as e-channel adoption, factors affecting e-commerce adoption, and strategy design are reviewed in greater depth. Additionally, the book examines areas not normally covered like open source, online research, and peer-to-peer systems. E-Commerce Strategy: Text and Cases is divided into two parts. Part 1 examines the evolution of e-commerce, analyzes different sectors such as B2B and m-Commerce, and explores the challenges they face. Case studies of well known companies reinforce the concepts learned to demonstrate both successes and failures in the field. Part 2 deals with developing strategies in e-Commerce and looks at future trends including Web 2.0. Overall, the useful guidelines provided should prove valuable to students and researchers in the field.

E-BUSINESS FUNDAMENTALS

Routledge This comprehensive textbook considers all of the key business, management and technical issues of e-Business, examining and explaining how technologies can help organizations in both the public and private sectors conduct business in new ways. After addressing the changing nature of the e-Economy and the impact of the dot.com 'bubble' of the late 1990s, Eckersley, Harris and Jackson go on to analyse key software developments and the impact these have had on organizational practices. They then outline the legal and ethical frameworks of e-Business, and consider how companies use various e-commerce tools to enter new markets. Finally, they trace the progress public sector organizations have made in adopting e-Business practice. This is an accessible, jargon-free and focused textbook that offers readers both a technical and managerial overview of the issues surrounding e-Business. It uses illustrative cases and discussion questions to help students and managers in organizations not only to familiarize themselves with e-Business but also to equip themselves with the skills to challenge and analyze the changing business environment.

COMMON EUROPEAN FRAMEWORK OF REFERENCE FOR LANGUAGES: LEARNING, TEACHING, ASSESSMENT

COMPANION VOLUME

Council of Europe The CEFR Companion volume broadens the scope of language education. It reflects academic and societal developments since the publication of the Common European Framework of Reference for Languages (CEFR) and updates the 2001 version. It owes much to the contributions of members of the language teaching profession across Europe and beyond. This volume contains: ► an explanation of the key aspects of the CEFR for teaching and learning; ► a complete set of updated CEFR descriptors that replaces the 2001 set with: - modality-inclusive and gender-neutral descriptors; - added detail on listening and reading; - a new Pre–A1 level, plus enriched description at A1 and C levels; - a replacement scale for phonological competence; - new scales for mediation, online interaction and plurilingual/pluricultural competence; - new scales for sign language competence; ► a short report on the four-year development, validation and consultation processes. The CEFR Companion volume

represents another step in a process of engagement with language education that has been pursued by the Council of Europe since 1971 and which seeks to: ► promote and support the learning and teaching of modern languages; ► enhance intercultural dialogue, and thus mutual understanding, social cohesion and democracy; ► protect linguistic and cultural diversity in Europe; and ► promote the right to quality education for all.

SOCIAL SCIENCE RESEARCH

PRINCIPLES, METHODS, AND PRACTICES

CreateSpace *This book is designed to introduce doctoral and graduate students to the process of conducting scientific research in the social sciences, business, education, public health, and related disciplines. It is a one-stop, comprehensive, and compact source for foundational concepts in behavioral research, and can serve as a stand-alone text or as a supplement to research readings in any doctoral seminar or research methods class. This book is currently used as a research text at universities on six continents and will shortly be available in nine different languages.*

TEST BANK/BUSINESS LAW

MICROBIOLOGY

Lippincott Williams & Wilkins *Lippincott's Illustrated Reviews: Microbiology, Third Edition enables rapid review and assimilation of large amounts of complex information about medical microbiology. The book has the hallmark features for which Lippincott's Illustrated Reviews volumes are so popular: an outline format, 450 full-color illustrations, end-of-chapter summaries, review questions, plus an entire section of clinical case studies with full-color illustrations. NEW TO THIS EDITION: an online testbank of 100 review questions.*

INTRODUCTION TO INFORMATION RETRIEVAL

Cambridge University Press *Class-tested and coherent, this textbook teaches classical and web information retrieval, including web search and the related areas of text classification and text clustering from basic concepts. It gives an up-to-date treatment of all aspects of the design and implementation of systems for gathering, indexing, and searching documents; methods for evaluating systems; and an introduction to the use of machine learning methods on text collections. All the important ideas are explained using examples and figures, making it perfect for introductory courses in information retrieval for advanced undergraduates and graduate students in computer science. Based on feedback from extensive classroom experience, the book has been carefully structured in order to make teaching more natural and effective. Slides and additional exercises (with solutions for lecturers) are also available through the book's supporting website to help course instructors prepare their lectures.*

EDEXCEL GCSE (9-1) BUSINESS, SECOND EDITION

Hachette UK *Exam Board: Edexcel Level: GCSE Subject: Business First Teaching: September 2017 First Exam: June 2019 Endorsed for Edexcel Let Ian Marcouse successfully steer you through the new specification with his proven and popular approach to Business; clear content coverage is enhanced by numerous real-life examples to create a course that engages, motivates and develops every student. - Breaks down the content of the 2017 specification into clear, accessible explanations of important concepts and theories - Helps students apply their knowledge to a range of real business examples, issues and contexts, supported by 'Talking Points' that encourage critical and commercial thinking - Improves quantitative, investigative, analytical and evaluation skills through end-of-chapter exercises - Builds students' confidence approaching their exams as they practise calculation, short answer and extended-writing questions with stimulus materials - Boosts students' vocabulary and supports revision with definitions of key terminology for each topic*

ENTREPRENEURSHIP

SUCCESSFULLY LAUNCHING NEW VENTURES

Prentice Hall *Undergraduate course in Entrepreneurship and New Venture creation. Entrepreneurship 2/e takes students on the entire journey of launching a new venture, with a unique emphasis on the front end of the entrepreneurial process.*

UNDERSTANDING MACHINE LEARNING

FROM THEORY TO ALGORITHMS

Cambridge University Press *Introduces machine learning and its algorithmic paradigms, explaining the principles behind automated learning approaches and the considerations underlying their usage.*

LEADERSHIP IN ORGANIZATIONS

This book is about leadership in organizations. The primary focus is on managerial leadership, as opposed to parliamentary leadership, leadership of social movements, or informal leadership in peer groups. The book presents a broad survey of theory and research on leadership in formal organizations. The topic of leadership effectiveness is of special interest.

BIM HANDBOOK

A GUIDE TO BUILDING INFORMATION MODELING FOR OWNERS, DESIGNERS, ENGINEERS, CONTRACTORS, AND FACILITY MANAGERS

John Wiley & Sons *Discover BIM: A better way to build better buildings Building Information Modeling (BIM) offers a novel approach to design, construction, and facility management in which a digital representation of the building product and process is used to facilitate the exchange and interoperability of information in digital format. BIM is beginning to change the way buildings look, the way they function, and the ways in which they are designed and built. The BIM Handbook, Third Edition provides an in-depth understanding of BIM technologies, the business and organizational issues associated with its implementation, and the profound advantages that effective use of BIM can provide to all members of a project team. Updates to this edition include: Information on the ways in which professionals should use BIM to gain maximum value New topics such as collaborative working, national and major construction clients, BIM standards and guides A discussion on how various professional roles have expanded through the widespread use and the new avenues of BIM practices and services A wealth of new case studies that clearly illustrate exactly how BIM is applied in a wide variety of conditions Painting a colorful and thorough picture of the state of the art in building information modeling, the BIM Handbook, Third Edition guides readers to successful implementations, helping them to avoid needless frustration and costs and take full advantage of this paradigm-shifting approach to construct better buildings that consume fewer materials and require less time, labor, and capital resources.*

GANGS IN AMERICA'S COMMUNITIES

SAGE Publications *Gangs in America's Communities offers a comprehensive, up-to-date, and theoretically grounded approach to gangs and associated youth violence. Authors Dr. James C. Howell and Dr. Elizabeth Griffiths introduce readers to the foundations of gang studies through the origins of gangs, definitions and categories of youth/street gangs, transnational as well as prison gangs (and the distinctions between these arguably different types), national trends in gang presence and gang-related violence across American cities, distinguishing attributes of serious street gangs, and myths and realities. Students and instructors will benefit from the Second Edition's comprehensive treatment of the state of the literature on individual-level causes and consequences of gang membership. Going beyond the traditional topics covered in most texts in the market, this book uniquely describes specific gang patterns, trends, and cultures within a group-based structure while illuminating the most promising avenues for reducing the presence and seriousness of gangs in American communities.*

FOUNDATIONS OF SOFTWARE TESTING

ISTQB CERTIFICATION

Cengage Learning Emea *Your One-Stop Guide To Passing The ISTQB Foundation Level ExamFoundations of Software Testing: Updated edition for ISTQB Certification is your essential guide to software testing and the ISTQB Foundation qualification. Whether you are a students or tester of ISTQB, this book is an essential purchase if you want to benefit from the knowledge and experience of those involved in the writing of the ISTQB Syllabus.This book adopts a practical and hands-on approach, covering the fundamental principles that every system and software tester should know. Each of the six sections of the syllabus is covered by background tests, revision help and sample exam questions. The also contains a glossary, sample full-length examination and information on test certification. The authors are seasoned test-professionals and developers of the ISTQB syllabus itself, so syllabus coverage is thorough and in-depth. This book is designed to help you pass the ISTQB exam and qualify at Foundation Level, and is enhanced with many useful learning aids.ABOUT ISTQBISTQB is a multi-national body overseeing the development of international qualifications in software testing. In a world of employment mobility and multi-national organizations, having an internationally recognized qualification ensures that there is a common understanding, internationally, of software testing issues.*

ELECTRONIC ENGINEERING AND INFORMATION SCIENCE

PROCEEDINGS OF THE INTERNATIONAL CONFERENCE OF ELECTRONIC ENGINEERING AND INFORMATION SCIENCE 2015 (ICEEIS 2015), JANUARY 17-18, 2015, HARBIN, CHINA

CRC Press *The International Conference of Electronic Engineering and Information Science 2015 (ICEEIS 2015) was held on January 17-18, 2015, Harbin, China. This proceedings volume assembles papers from various researchers, engineers and educators engaged in the fields of electronic engineering and information science.The papers in this proceedings*

ELECTRONIC COMMERCE

PRINCIPLES OF MARKETING

An introduction to marketing concepts, strategies and practices with a balance of depth of coverage and ease of learning. Principles of Marketing keeps pace with a rapidly changing field, focussing on the

ways brands create and capture consumer value. Practical content and linkage are at the heart of this edition. Real local and international examples bring ideas to life and new feature 'linking the concepts' helps students test and consolidate understanding as they go. The latest edition enhances understanding with a unique learning design including revised, integrative concept maps at the start of each chapter, end-of-chapter features summarising ideas and themes, a mix of mini and major case studies to illuminate concepts, and critical thinking exercises for applying skills.

MARKETING CHANNELS

<u>Cengage Learning</u> *Marketing Channels: A Management View, a market leader, is known to provide a management focus and managerial framework to the field of marketing channels. Theory, research, and practice are covered thoroughly and blended into a discussion that stresses decision making implications. This new edition reflects global, socio-cultural, environmental, and technological changes that have taken place within the industry. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.*

E-COMMERCE

BUSINESS, TECHNOLOGY, SOCIETY

<u>Prentice Hall</u> *This text emphasizes the three major driving forces behind e-commerce: technological change, business development, and social issues, to provide a coherent conceptual framework for understanding the field.*

BUSINESS ANALYSIS AND VALUATION

Business Analysis and Valuation has been developed specifically for students undertaking accounting Valuation subjects. With a significant number of case studies exploring various issues in this field, including a running chapter example, it offers a practical and in-depth approach. This second edition of the Palepu text has been revitalised with all new Australian content in parts 1-3, making this edition predominantly local, while still retaining a selection of the much admired and rigorous Harvard case studies in part 4. Retaining the same author team, this new edition presents the field of valuation accounting in the Australian context in a clear, logical and thorough manner.

DISCOVERING STATISTICS USING SPSS

(AND SEX, DRUGS AND ROCK 'N' ROLL)

<u>Sage Publications Limited</u> *Get the Statistics Book That's Sweeping the Nation! Appropriate for All Levels--Undergraduate to Doctorate Programs in Every Discipline! This new edition of Field's bestselling textbook provides students of statistical methods with everything they need to understand, use and report statistics - at every level. Written in Andy Field's vivid and entertaining style, and furnished with playful examples from everyday student life (among other places), the book forms an accessible gateway into the often intimidating world of statistics and a unique opportunity for students to ground their knowledge of statistics through the use of SPSS. The text is fully compliant with the latest release of SPSS (version 13). Key updates in Second Edition: - More coverage with completely new material on non-parametric statistics, loglinear analysis, effect sizes and how to report statistical analysis - Even more student-friendly features, including a glossary of key statistical terms and exercises at the end of chapters for students to work through, with datasets and answers to chapter exercises on the accompanying CD-ROM - A larger and more easy-to-reference format: notation in each section identifies the intended level of study while the new 2-color text design enhances the features in the book and, together with the larger format, provides extra clarity throughout - A companion website is available at www.sagepub.co.uk/field, containing resources for both students and instructors: a testbank of MCQs for students to test their own knowledge; online glossary in flash card format; multiple choice questions and answers to use for class assessment - available on restricted access basis to instructors via entry password; and PowerPoint Slides of all formatted artwork in the textbook for instructors to include in their own lecture slides. Andy Field is a Senior Lecturer in Psychology at The University of Sussex, U.K. where his success in making statistics accessible was recognized with a teaching award in 2001. "The Second Edition of Andy Field's Discovering Statistics Using SPSS is an excellent book and a valuable addition to the teaching of statistics in the behavioral sciences. The title of the book accurately reflects the approach taken. This is not simply a primer on how to use SPSS, but is a very good statistics text using SPSS as a vehicle for illustrating and expanding on the statistical content of the book. At the same time it also serves as a manual for SPSS, and has taught me things that I had not known about the software. I find this flexible approach to the blending of content and software to be an effective way of teaching the material. It is impossible to review this book without commenting on Andy's particular style. I enjoyed it immensely and think that it would appeal to both students and their instructors. It is refreshing to see someone who doesn't take himself too seriously." -- David C Howell, Professor Emeritus, University of Vermont*