



Henry CB Chan

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E-commerce, fundamentals and applications

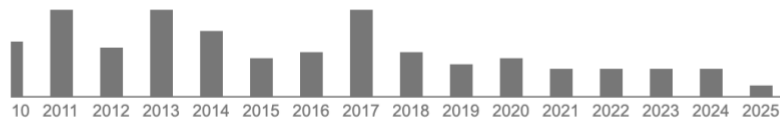
Authors Henry Chan, Raymond Lee, Tharam Dillon, Elizabeth Chang

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Description This book explores the full range of technologies, protocols, and techniques necessary for building successful e-commerce sites. Placing this technical know-how in business context, the authors walk readers through actual e-commerce applications, from Internet payment systems to Web advertising and publishing. It is a running case study depicting a Virtual Book Store (VBS), step-by-step programming exercises, and real-world examples round out this highly practical, easily accessible guide. · Part I: Technologies (Fundamentals)· Part 2: Applications

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Scholar articles [E-commerce, fundamentals and applications](#)
H Chan, R Lee, T Dillon, E Chang - 2007
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[E-Commerce: Fundamentals and Applications *](#)
C Henry, L Raymond, TS Dillon, E Chang - John Wiley&Sons Ltd, 2001
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