



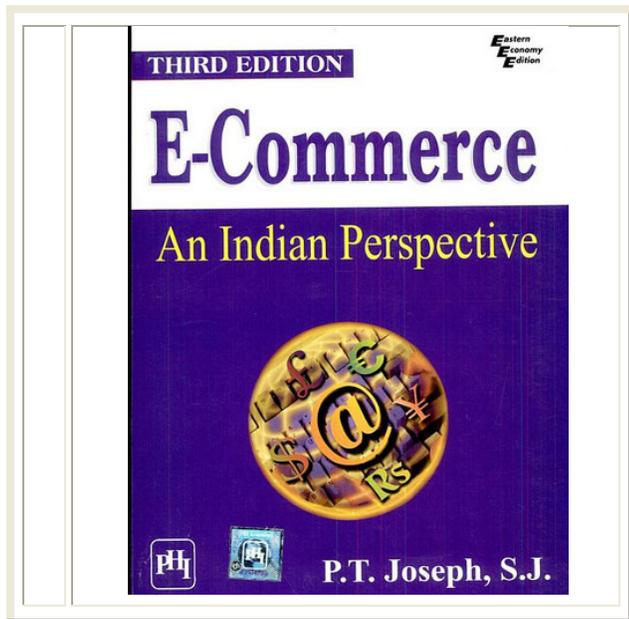
**E-Commerce:
An Indian Perspective**
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ABSTRACT

E-Commerce is a rapid and exciting area of development with new issues emerging everyday in this global and real time activity. The book under review highlights the latest information of e-commerce concepts, models, strategies and techniques that can be used to build useful e-commerce applications.



KEYWORD

e-commerce	India
Application	World Wide Web
e-securities	e-business strategies
Mobile Commerce	Web designing

The 3rd edition of "E-Commerce an Indian Perspective" is a thoroughly revised book. The author is back with new and improved book.

The book is useful for under graduate and post graduate students of business administration and also for students pursuing courses in computer applications information technology and information science.

The book encompasses 12 chapters covering different useful concepts and issues of e-commerce. The first chapter includes details of beginning of e-commerce in India which covers useful text and statistics for researchers of the same field.

Other part of book covers all elements of e-commerce including Customer Relationship Management, Supply Chain Management, e-payment system, e-marketing, various business models, World Wide Web technologies, e-securities, e-business strategies, mobile commerce, web designing, legal and ethical issues of e-commerce, WAP, data warehousing and data mining techniques.

The book also features many comprehensive and diverse Case Studies and statistics on Indian Corporations showing success and failure of their web based e-business models. New text on developments in technologies and general business strategies has been added in all chapters.

This fundamental treatment of the subject e-commerce coupled with a clear and practical analysis of market models, continues to make this book an invaluable source for students to improve their managerial and professional skills.

The book may also serve as valuable text book and reference book for teachers, students, researchers and other professionals.

About The Book

Title:	E- commerce: An Indian Perspective
Publisher:	PHI
Author:	S J Joseph, P T
Edition:	Paperback Third Edition
Publisher:	PHI
EAN:	9788120336216
No. of Pages:	532



Book Review