

Information Systems: Creating Business Value

John Wiley & Sons, Inc.

Mark Huber, Craig Piercy, and
Patrick McKeown

Chapter 8:

E-Commerce Technologies

What We Will Cover:

- The Stages of E-Commerce
- First Generation E-Commerce Technologies:
Establishing a Web Presence
- Second Generation E-Commerce Technologies:
Providing Interaction
- Third Generation E-Commerce Technologies:
Supporting Transactions
- Fourth Generation E-Commerce Technologies:
Transforming Process