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Introduction to E-Commerce

2nd Edition
By Jeffrey F. Rayport and Bernard J. Jaworski of Monitor / Market-space Center and Breakaway Solutions Inc.

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3. Electronic Data Interchange
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Technology/Infrastructure

E-COMMERCE
Strategy, Technologies And Applications
By David Whiteley

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1. Introduction to Electronic Commerce
2. Electronic Commerce: Business Models
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7. Electronic Commerce: Information Publishing Technology
8. Electronic Commerce: Securing the Business on Internet
10. Electronic Payment Systems
11. Electronic Commerce: Search Engines and Directory Services
14. Agents in Electronic Commerce

INTERNET MARKETING
Building Advantage in a Networked Economy, 2nd Edition
2004 / 768 pages
(with PowerWeb for E-Commerce)
([IE with PowerWeb]
Website: http://www.mhhe.com/mohammed04

Internet Marketing: Building Advantage in a Networked Economy, 2e presents a “road-tested” framework to help students and practitioners understand how to think about and implement effective Internet marketing programs. The focus is on using marketing levers to vary the level of intensity that the consumer has with a Website to build a relationship with the customer through four stages: from Awareness, to Exploration/Expansion, to Commitment, and possibly through Dissolution. This four stage customer-centric framework shows readers how to use the Internet to create intense and profitable relationships with their customers. In addition to comprehensively discussing the key levers that marketers can use to create relationships, the authors focus on two primary forces that the Internet brings to marketing: the Individual and Interactivity—detailing how these forces influence key marketing levers and how these forces can be leveraged to create intense relationships with customers.

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Chapter 1: Introduction to Internet Marketing
Part I: Framing the Market Opportunity
Chapter 2: Framing the Market Opportunity
Part II: Marketing Strategy
Chapter 3: Marketing Strategy in Internet Marketing
Part III: The Design of the Customer Experience
Chapter 4: Customer Experience
Part IV: Building the Customer Interface
Chapter 5: Customer Interface
Part V: The Design of the Marketing Program
Chapter 6: Customer Relationships
Chapter 7: Product
Chapter 8: Pricing
Chapter 9: Communication
Chapter 10: Community
Chapter 11: Distribution
Chapter 12: Branding
Chapter 13: Designing the Marketspace Matrix
Chapter 14: Designing the Marketing Program for Lord of the Rings
Part VI: Leveraging Customer Information Through Technology
Chapter 15: Customer Information Systems
Chapter 16: Customer Metrics

INTERNET MARKETING
Readings and Online Resources
By Paul S. Richardson, Loyola University—Chicago
2001 / 368 pages
Website: http://www.mhhe.com/richardson01

E-MARKETING STRATEGY
By Chaston
2000
McGraw-Hill UK Title
Website: http://www.mcgraw-hill.co.uk/textbooks/chaston

LEGAL LANDMINES IN E-COMMERCE
By David R. Canton, Harrison Pensa LLP and John E. Millar, The At-tache Group, Inc.
2003 / 144 pages
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Cyberlaw and Ethics

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Visit McGraw-Hill Education (Asia)
Website: www.mcgraw-hill.com.sg
E-Commerce

International Edition

CYBERLAW AND E-COMMERCE
By David Baumer and J Poindexter of North Carolina State University
2002 / 432 pages
(international edition)

CONTENTS
Chapter 1: The Legal Environment of Business in the Information Age
Chapter 2: Basic Contract Law
Chapter 3: Property
Chapter 4: Contracting and Licensing Software
Chapter 5: Tort Law: Wrongs and Their Remedies
Chapter 6: Cybertorts
Chapter 7: Product Liability in Tort
Chapter 8: Intellectual Property I: Basic Patent and Trade Secret Law
Chapter 9: Intellectual Property II: Basic Copyright and Trademark Law
Chapter 11: Business Organization: Bricks and Mortar
Chapter 12: Cyber Companies and Internet Agreements

International Edition

BUILDING AN E-BUSINESS
From the Ground Up
By Elizabeth Eisner Reding
2002 / 192 pages
Website: http://www.mhhe.com/business

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International Edition

ELECTRONIC COMMERCE
Security, Risk Management, and Control, 2nd Edition
By Marilyn Greenstein, Arizona State University-West and Miklos Vasarhelyi, Rutgers University, Newark
2002
Website: http://www.mhhe.com/rayport04

CONTENTS
1 A Framework for E-Commerce Part I: The Basic Technology of the Internet and the Web
2 Basic Technology of the Web and E-Commerce Businesses
3 Strategy Formulation for New Economy Firms
4 Framing Market Opportunity
5 Business Models
6 Customer Interface
7 Market Communications and Branding
8 Technology Implementation
9 Website Development Process
10 Website Architecture
11 Media Convergence
12 Media Infrastructure
13 Public Policy and Structure
14 Public Policy: Regulation

Strategy

International Edition

INTRODUCTION TO E-COMMERCE
2nd Edition
By Jeffrey F. Rayport and Bernard J. Jaworski of Monitor / Market-space Center and Breakaway Solutions Inc.
2004 / 512 pages
(with PowerWeb)
Website: http://www.mhhe.com/rayport04

Introduction to E-Commerce, 2/e, by Rayport and Jaworski, can be used as the principles book for e-commerce. Much like there is a “Principles of Marketing” that is intended to be the first course in marketing, The text covers the entire landscape of e-commerce. The key message is that faculty who want to teach an introductory class on e-commerce and focus on the strategy parts of e-commerce first and technology second, should adopt this book. Faculty who teach marketing, management, strategy and entrepreneurship as the core discipline prefer this book over technology-oriented e-commerce books. Introduction to E-Commerce gives present and future practitioners of e-commerce a solid foundation in all aspects of conducting business in the networked economy. The text focuses on what a manager needs to know about Internet infrastructure, strategy formulation and implementation, technology concepts, public policy issues, and capital infrastructure in order to make effective business decisions. This is presented in a framework for the study and practice of e-commerce with business strategy at the core surrounded by four infrastructures: the technology infrastructure that underlies the Internet, the media infrastructure that provides the content for businesses, public policy regulations that provide both opportunities and constraints, and the capital infrastructure that provides the money and capital to run the businesses. Within this framework, the authors provide a deep exploration of core concepts of online strategy and associated enablers enriched by a wide variety of examples, case studies, and explanations culled directly from practice.

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1 A Framework for E-Commerce Part I: The Basic Technology of the Internet and the Web
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Cyberpreneurship

Risk Management
Supply Chain Management

**International Edition**

**PURCHASING AND SUPPLY MANAGEMENT**
By W. C. Benton
2007 (June 2006) / 800 pages
Website: http://www.mhhe.com/benton07

Purchasing and Supply Management, 1/e, by W.C. Benton, offers insights into the theory, practice, and implementation of supply management issues. A step-by-step approach helps students and professionals gain analytical purchasing skills. Many actual case studies and exercises help students transform purchasing theory into purchasing practice and implementation. Some of the topics include purchasing business processes, price cost analysis, professional services, transportation purchasing, global purchasing, and healthcare purchasing.

**FEATURES**
- Introduces innovative and recent concepts in purchasing and supply chain management, such as supply chain power and e-purchasing systems concepts.
- Includes coverage of pricing, price discrimination, and an appendix on the Robinson-Putman act.
- Covers special topics of interest to majors: equipment and leasing, healthcare purchasing, service procurement, and legal issues in purchasing and supply management.
- Contains over 25 case studies, all original to this text.

**CONTENTS**

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**E-Commerce**

**SUPPLY CHAIN LOGISTICS MANAGEMENT**

**2nd Edition**
By Donald Bowersox, David Closs and M. Bixby Cooper of Michigan State University—East Lansing
2007 (November 2005) / 464 pages
Website: http://www.mhhe.com/bowersox2e

Supply Chain Logistics Management is exciting and promises to bolster traditional logistics courses and invigorate supply chain management courses, by examining traditional logistics issues within the context of the supply chain. Supply Chain Logistics Management integrates technology and provides a solid foundation that clearly describes the role of logistics within the supply chain, portraying a complete view of the subject and going farther to show how all the pieces fit together. The most current trends in process integration, relationship management, supply chain security and sustainability, globalization, and the impact of the new consumer economy on supply chain management and design are featured in the Second Edition.

**NEW TO THIS EDITION**
- Important new topics on supply chain added: process integration, relationship management, supply chain security and sustainability, globalization, and the impact of the new consumer economy on supply chain management and design.
- New, integrated treatment of technology, including ERP and advanced planning and scheduling systems.
- The book has been shortened and reorganized to facilitate a better teaching and learning pace, and a leaner presentation.

**FEATURES**
- Technology—Vast coverage of the most current technology in this industry such as Information Networks, Enterprise Resource Planning and Decision Support Systems are covered.
- MSU Loga Simulation—This unique simulation stresses a complete range of supply chain decisions.
- Authorship—The authors are well-known and respected. Don Bowersox is a well-published author and researcher. He is acknowledged as one of the leading authorities on logistics. David Closs’ research in logistics is also well respected, he also has extensive consulting experience and is a roundtable officer of the Council of Logistics Management. Bixby Cooper is the co-author of Marketing Channels and is very visible as a member of various logistics professional organizations. Their talent will be very well received within the industry.
- Unique Balanced Approach : The book offers a unique blend of supply chain and logistics.
- Extensive integration of spreadsheet-based solution methods in the text and problem material, for example: Use of Excel Solver to solve linear programming problems (Chapter 10) and reciprocal cost allocation problems (Chapter 14). Use of Excel regression to solve linear regression problems, Use of spreadsheets to perform sensitivity analysis in cost-volume-profit analysis and to prepare process cost reports. Actual Excel screens are used to illustrate the use of the methods to make it easier to replicate the examples and problems, following the illustrated Excel commands.
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tion Infrastructure. Chapter 8 Transportation Operations. Chapter 9
Warehousing. Chapter 10 Packaging and Materials Handling. Chapter
11 Operational Integration. PART THREE – SUPPLY CHAIN LOGISTICS
DESIGN. Chapter 12 Global Strategic Positioning. Chapter 13 Network
Integration. Chapter 14 Logistics Design and Operational Planning.
PART FOUR – SUPPLY CHAIN LOGISTICS ADMINISTRATION. Chapter
15 Relationship Development and Management. Chapter 16 Opera-
tional, Financial and Social Performance. EPILOGUE

DESIGNING AND MANAGING THE SUPPLY CHAIN
3rd Edition
By David Simchi-Levi, Northwestern University, Philip Kaminsky,
University of California-Berkeley and Edith Simchi-Levi, Logic Tools,
Inc., Lexington
2007 (Feb 2006) / 460 pages

As the most up-to-date, cutting-edge supply chain management
book on the market, the Third Edition of Designing and Man-
aging the Supply Chain discusses the problems, models and
concepts derived from issues related to effective supply chain
management. While many core supply chain management is-


e sses are interrelated, the authors have tried to make each chapter
as self-contained as possible so that the reader can refer directly
to chapters covering topics of interest. Each chapter utilizes
case studies and numerous examples. Mathematical and tech-
nical sections can be skipped without loss of continuity. Most
textbooks do not include models and decision support systems
robust enough for industry, but that is not true of this new edi-
tion. The accompanying CD-ROM also features the return of
two simulations, the Computerized Beer Game and the Risk
Pool Game and a computerized tool. These simulations help
users develop and execute supply chain contracts while also
illustrating many of the concepts discussed in the text.

NEW TO THIS EDITION
• Improved and Integrated Coverage of Technology – To reflect a more
realistic approach to incorporating technology in today’s companies,
Chapter 8 (on “Supply Chain Design”) has again been updated, incor-
porating new material on coordinating product and supply chain, on
modular processes and products; Chapter 9 (“Customer Value”) expands and updates an Amazon.com example and adds material on “Customer
Relations Management”;
Chapter 10 (“Information Technology”) has new material on “the Internet” “events management” “collaboration” and “exchanges”, “modeling” and “demand planning” (Chapter 11
“Decision Support Systems”).
• New or updated cases: Several new cases have been added and
remaining ones updated. When possible, a single case has been re-
placed with multiple cases within a chapter, in response to reviewer
suggestions.
• More comprehensive and complete ancillary package. Improved
solutions, powerpoint, and teaching notes on the instructor CD offer
added flexibility and resources for the instructor.

FEATURES
• Strong coverage of e commerce as it relates to procurement and
distribution. Reflecting the current trends in e-commerce, one entire
chapter is devoted to “Procurement Strategies” (Chapter 12) another, to
“Distribution Strategy” (Chapter 3) and the impact of e-commerce.
• Expanded discussion of forecasting: Responding to the recommenda-
tions of reviewers, the material on “Forecasting” (Chapter 4, “The Value
of Information”) has been enhanced.
• Broad Introduction to many critical issues pertinent to Supply Chain
Management: The topics discussed range from a basic discussion of
inventory management, logistics network design, distribution systems,
and customer value, to more advanced discussions of strategic alliances,
the value of information in the supply chain, information technology
and decisions support systems, and international issues in supply chain
management.
• State-of-the-art models: Managing and Designing the Supply Chain
introduces state-of-the-art models, concepts, and solution methods
important in the design, control operation, and management of supply
chain systems.
• Innovative Software included on CD-ROM: The Computerized Beer
Game and the Risk Pool Game are included on a CD-ROM, available
free-of-charge and packaged with each copy of the text.
• Case Studies: Each chapter contains at least one case study.
• Authorship: The authors have taught a variety of students and the
book is written to appeal to many types of readers. This book is ap-
propriate for undergraduate and graduate business students as well as
for engineers and engineering students. It will also have tremendous
appeal to customers in the professional market that are seeking a refer-
ence book on supply chain management.
• New “Supply Contracts” Tool on CD-ROM: Besides the computerized
versions of “The Beer Game” and the “Risk Pool Game,” there will be
a newly developed electronic tool dealing with supply contracts. Now
students have even more support to help them conceptualize strategic
supply chain management.

PURCHASING AND SUPPLY MANAGEMENT
13th Edition
By Michiel Leenders, University of Western Ontario, Harold E.
Fearon, Center for Advanced Purchasing Studies, Emeritus, Anna
Flynn and P. Fraser Johnson, University of Western Ontario
2006 / 288 pages
Website: http://www.mhhe.com/leenders13e

The Leenders’ text provides a comprehensive introduction to
the purchasing and supply chain management field, supported by
30 case studies. Cases cover purchasing and supply chain
issues in a variety of settings, from process industries to high tech
manufacturing and services as well as public institutions. Supply
Management concepts, both strategic and tactical, have been
expanded throughout the text, particularly in new chapters on
Supply Law and Ethics, Public Supply, and Supplier Relations. While all basic tenets of the purchasing function and cost issues
remain, the coverage of the field is state of the art highlighting
the supply chain approach.
E-Commerce

Professional E-Commerce

International Edition

E-COMMERCE
2nd Edition
By KK Bajaj and Debjani Nag
2005 / 616 pages
Tata McGraw-Hill Title
A Professional Reference Title

A comprehensive coverage of technology and processes behind e-commerce and e-governance. At the time of the publication of the first edition of this book, the Internet was seen as a formidable force. It portended to disrupt and transform almost all facets of life; the way we lived and worked, the way commerce was conducted and the way governments would provide services to Electronic Payment Systems and more. Seen as the tool to propel and accelerate these changes. Most of these changes have occurred, despite the bursting of the Internet bubble after a period of big hype in the year 2000. E-Commerce has weathered many challenges and continues to grow. Now businesses and economies accept that e-commerce is here to stay. New business models are being tried and tested, along with novel methods for exploiting the Internet to make businesses survive and thrive in the highly competitive e-marketplace. The revised edition of this highly successful book captures the essence of the momentous changes that were witnessed in the last six years. Content, which is no longer relevant, has been deleted, while some of the chapters have been rewritten in entirety. New chapters have been added to address the major developments in e-governance, incidence of cyber crimes and their mitigation and the legal framework for enabling trust in the electronic environment.

E-Commerce: The Cutting Edge of Business presents the technology and processes behind e-commerce and e-governance. It also underscores the importance of security of transactions in the electronic environment. With such an extensive coverage, the book will be useful to people in trade and commerce and to businesses which are trying to expand using Internet and intranet commerce. Students and teachers of e-commerce will find that the technology and processes that make e-commerce click have been addressed in detail. The book will also be of enormous value to government officials, financial institutions, public sector and the private industry keen to learn about The Cutting Edge of Business.

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EBAY THE SMART WAY
4th Edition
By Joseph T. Sinclair
2005
McGraw-Hill UK Title
A Professional Reference Title

Why would anyone buy a book for dummies when they can eBay the Smart Way? The only thing easier than buying and selling on eBay is getting lumped in with more than 125 million other eBay users. The savviest eBay users turn to eBay the Smart Way, the definitive guide to smarter eBay tactics for both buyers and sellers. Now in its fourth blockbuster edition, this priceless tool has changed with the times to cover the latest trends! With sales of over 125,000 copies, the eBay the Smart Way series has helped countless eBayers—from occasional buyers to full-time professional sellers—find the best deals and maximize profits on everything from collectibles to cars to real estate. eBay the Smart Way is the go-to resource for first-time sellers and veterans alike, with step-by-step instructions for listing products, creating attention-grabbing photos and descriptions, offering top-notch customer service, and maintaining high credibility. eBay buyers will also benefit from powerful strategies for finding the best products, bidding smarter, negotiating great deals, and more. For the most indepth and accessible information on how to make the most out of online auctions, “nothing explains it better than eBay the Smart Way.” — The Internet Marketing Bookshelf

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Complimentary desk copies are available for course adoption only. Kindly contact your local McGraw-Hill Representative or fax the Examination Copy Request Form available on the back pages of this catalog.
Visit McGraw-Hill Education Website: www.mheducation.com
Introduction to E-commerce. Commercial transactions of goods or services conducted over the internet. What is E-commerce? E-commerce refers to commercial transactions of goods.

Cost of Goods Sold (COGS) measures the direct cost incurred in the production of any goods or services. It includes material cost, direct labor cost, and direct factory overheads, and is directly proportional to revenue. As revenue increases, more resources are required to produce the goods or service. COGS is often or services cond.

Introduction to e-commerce. The explosive growth of internet, commerce has captured the public’s imagination. The rapid growth of the internet and e-commerce has almost become a compulsion. Without ecommerce, the organization will be just a little slaver, just a little bit more expensive, just a little less reliable and in the end very less successful than its competitors every second in this competitive world. It’s included as part of both operating systems. [Windows NT server (or) Windows 2000 Server].

Defining E-commerce: Ecommerce (or) electronic commerce refers to the process of buying (or) selling a product (or) service over an electronic network. Ecommerce is conducted on the most popular medium known as the internet.