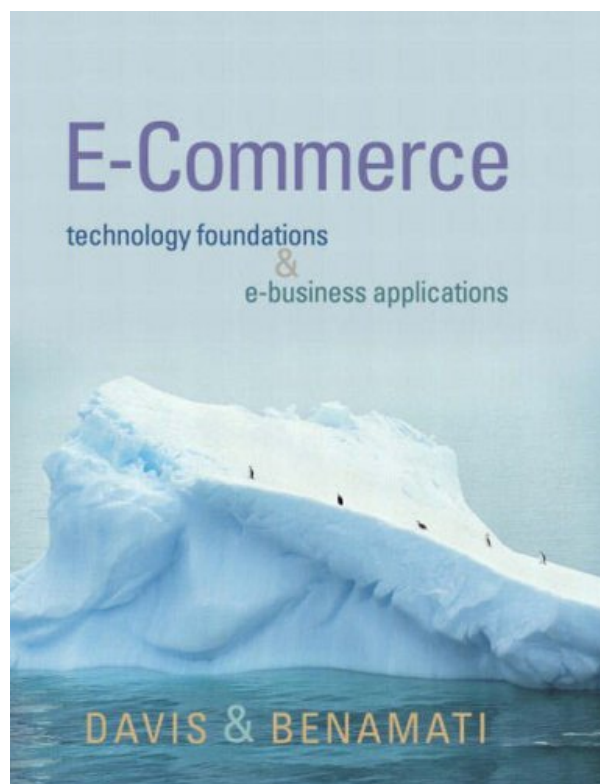
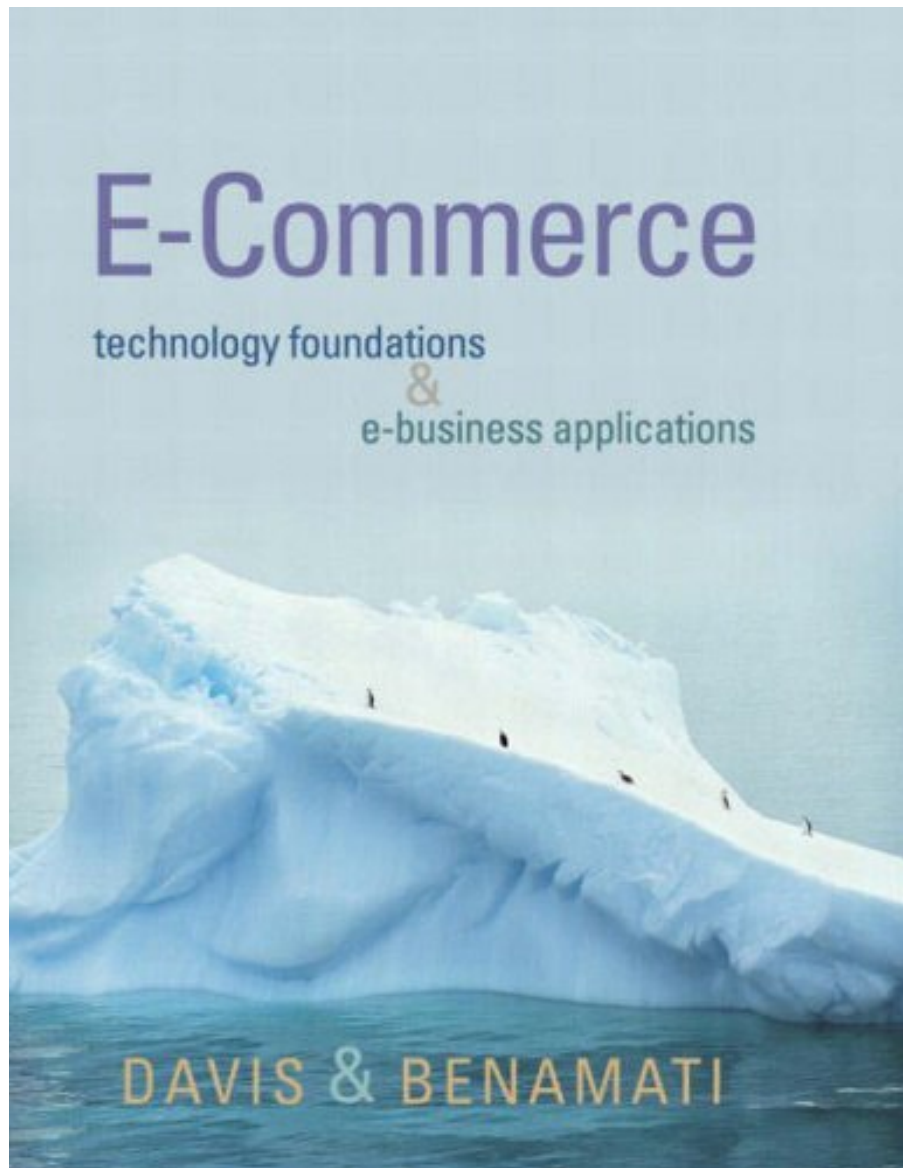


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William Davis- Professor Davis wrote his first program in 1967, back in the days when the title "hacker" was considered a compliment. In 1971, he joined the faculty at Miami University in Oxford, Ohio, where he began as a teacher who writes and evolved into a writer who teaches. Professor Davis is a very successful author whose previously published texts include *Computing Fundamentals: Concepts, Systems Analysis and Design*, *Productivity Tools*, and *The NECEN Voyage*.

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In E-Commerce Basics, the authors introduce the basic technological infrastructure and basic business issues to understand when analyzing the feasibility of e-commerce initiatives. The book uses a layered approach that first presents the basic web technology that supports all e-business, then presents the e-commerce business issues, and then revisits the technology to discuss the challenges in bringing businesses on to the web. Since the web wasn't created for business purposes, the issues of combining business applications in a technical environment are examined. This layered approach gives the reader an Understanding of the underlying infrastructure and how traditional business issues should be considered when considering e-commerce, and thus, makes it easier to grasp the strengths, limitations, and implications of various e-commerce solutions. When discussing the business of ecommerce the layered approach reflects on traditional business models used to measure successes, such as profit and return on investment. - Layered Approach - Takes a layered approach that stresses the technology infrastructure and the business issues surrounding the integration of business and technology. -

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good introductory discussion

By W Boudville

The authors have put together a primer on explaining e-commerce. The ideal audience for this book appears to be an IT manager or perhaps a programmer. The discussion is mostly at a level above actual programming. You don't need working knowledge of JavaScript, HTML, Java, web servers or other related topics.

The book delves into key ideas of organising a web service, such as what is an n-tier application. Cryptography also gets good coverage. A qualitative explanation is given of the Public Key Infrastructure and Certificate Authorities, without descending into the maths of number theory.

Malware is also covered. Though, given its increasing severity, perhaps a more extensive analysis may have been warranted.

Overall, the book places all these topics in the context of building and running a large e-commerce service. If you do wish to go in this direction, the book is a good start. Though you will certainly need more specialised texts later.

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