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objectives, purpose or goals and essential policies or plans for achieving those goals, stated in such a way as to define what business the company is in or is to be in and the kind of company it is or is to be.'

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An introduction to e-Commerce outlining: The three basic e-Commerce technologies The trading exchanges to which they apply Definition of e-Commerce 'Formulating commercial transactions at a site remote from the trading partner and then using electronic communications to execute that transaction.'

e-COMMERCE: STRATEGY, TECHNOLOGIES AND APPLICATIONS

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

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