A comprehensive introduction to the underlying technologies of e-commerce

This book explores the full range of technologies, protocols, and techniques necessary for building successful e-commerce sites. The authors begin with an overview of the Internet and the Web, then quickly move on to explain server-side programming techniques, cryptography and Internet security, and how to take advantage of leading-edge technologies such as mobile agents, WAP, XML, and data mining tools. Placing this technical know-how in business context, the authors then walk readers through actual e-commerce applications, from Internet payment systems to Web advertising and publishing. A running case study depicting a Virtual Book Store (VBS), step-by-step programming exercises, and real-world examples round out this highly practical, easily accessible guide.

ABOUT THE AUTHOR


FEATURES

• Includes real-life e-commerce examples.

• Features step-by-step programming exercises.

• Covers technologies and applications in an accessible and easy-to-read manner.

• Covers key underlying technologies and advanced technologies.

To purchase this product, please visit https://www.wiley.com/en-us/9780471493037