## E-Commerce for New Enterprises: Lessons Select Case Studies (Paperback)



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McGrawhill, 2017. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. These lessons and select case studies are part of an on-going curriculum and simulations development project between the College of Saint Scholastica's School of Business and Technology (SBT) and (and are designed to help students explore the field of E-commerce for new enterprises through case simulations and role-playing game (RPG) scenarios. In addition, they can be used in combination with a queueing theory model and both continuous, as well as discrete-event simulations. The related RPG scenarios focus on real-life systems found in e-commerce and internet marketing. Through the lessons and case studies presented in this collection, students will explore mission critical e-commerce systems designed to teach and explore expanding real-world online storefronts, or creating virtual startups, and show how to identify a market need, choose a web hosting service, implement security and privacy measures, open up shop, and start promoting new products to the world. Including: Covers the latest trends and techniques for online discoverability - from social media marketing to search engine rankings, online couponing to optimization for mobile devices, and beyond Highlights business issues that are of particular concern to online entrepreneurs Walks you through the best practices of successful online businesses, including customer service, marketing, analytics, and website optimization tools Provides advice on choosing an e-commerce platform, protecting your domain name, securing trademarks, working with vendors and distributors, and keeping your customer's personal data safe.



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