

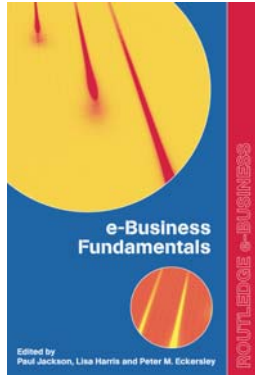
Routledge e-Business

Edited by **Paul Jackson**, e-Government Forum, IPF, UK and **Lisa Harris**, Brunel University, UK

Routledge e-Business is a bold new series examining key aspects of the business world including marketing, HRM and design. IT offers both managerial and technical perspectives on e-Business and covers a broad range of topics, with a structure that is useful for managers and academics alike.

e-Business Fundamentals

Paul Jackson, e-Government Forum, IPF, UK, **Lisa Harris**, Brunel University, UK and **Peter Eckersley**, e-Government Forum, IPF, UK



'After the dot.com hype comes the reality of the technological transformation of our society, and here is an excellent overview of the issues that matter. This book's coverage of how the internet will affect governments and democracies worldwide is comprehensive and compelling.' - Dan Jellinek, Founder, Headstar.com

'This guide takes a welcome and timely look at the way Internet technology is transforming businesses and governments. It presents the issues that matter in a no-nonsense, easy-to-read style accessible by professionals and students alike.' - Andrew Pinder, The e-Envoy

'Both the public and private sectors are facing the challenge of how best to use the developing technologies to lever change and dramatically improve performance. *e-Business Fundamentals* achieves a neat balance between thoughtful observation and 'must know' facts, with a useful summary of the role of e-government in helping to build a modern economy.' - John Thornton, e-Government, Improvement and Development Agency

This is a comprehensive textbook that considers all of the key business, management and technical issues of e-business. It examines and explains how new technologies provide organizations in both the public and private sector with new ways of doing things. Accessible, jargon free and written by experts, this book uses case studies to illustrate to readers the issues at hand and equipping them with the skills to analyze the changing world in which we work.

Contents: 1. Introduction *Paul Jackson and Peter Eckersley* 2. The Business Environment for e-Commerce *Fintan Clear and Leslie Budd* 3. e-Commerce Technology *Nandish Patel* 4. Organisational Considerations for e-Business *Lisa Harris and Nelarine Cornelius* 5. Using Marketing Databases in e-Business *Michael Collins* 6. The Ethics Environment for e-Business *Laura Spence* 7. e-Business and the Law *Dave Wadsworth* 8. e-Commerce: A Global Overview *Geraldine Cohen* 9. e-Government *Noah Curthoys, Peter Eckersley and Paul Jackson*

Routledge

May 2003: 234x156: 288pp

Hb: 0-415-25594-5: **£65.00**

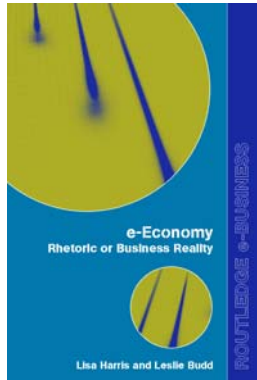
Pb: 0-415-25595-3: **£18.99**

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e-Economy

Rhetoric or Business Reality?

Lisa Harris, Brunel University, UK and Leslie Budd, The Open University Business School, UK



'First there was the rumour, then the excitement, then the mania; e-everything was coming, accompanied by a stampede of consultants and academics eager to make a quick killing out of the perplexed. Then the dotcom bubble burst, the speculators moved on, but what, if anything, had changed? This book gives us a collection of the serious and critical research we need to understand what might be different about living, working and making things happen in an increasingly e-enabled world.'

David Sims, Cass Business School, London

'As the Dot.Com boom and bust demonstrated, even the most determined e-evangelist will eventually be undone by business realities. If such experiences are not to be repeated, a more thoughtful appraisal of economic and social structures is clearly needed. Just how far have we moved on? How outmoded

are our earlier mindsets and frameworks? For the thoughtful practitioner or theoretician in search of some answers, a careful reading of this book would be a good place to start.' Paul Jackson, E-Government Forum Manager

As dot.com became dot.bomb, the hype that surrounded the meteoric growth of the network economy has given way to realism or even scepticism about the potential of ICT as a source of new business models. It is now appropriate to reflect critically on the e-economy hype, and to use this as a way of looking forward to new, more realistic possibilities.

Using a business and socio-economic framework, this book investigates a range of challenges for restructuring the e-economy. This framework includes operations management, human resource management, e-learning, e-retailing, e-marketing, e-government, enterprise culture and digital divide. Divided into four themes (the changing business environment, knowledge management, learning in the public domain and e-business practices within and between organizations), each chapter considers the international context and critically explores a key aspect of the e-economy.

Rigorous yet retaining the accessible format which distinguishes all the volumes in this series, this book provides a thorough critique of the prospects facing businesses in the new economy and will be of interest to anyone studying e-business/commerce.

Contents: 1. Death of the 'new'? Re-materialising the economy *Leslie Budd* 2. Entrepreneurial chaos, entrepreneurial order and the dotcom bubble *Patricia Lewis* 3. Social shaping of government: What can be learned from the adoption of mobile-mediated communications? *Jane Vincent* 4. e-Leadership: challenges of new governance models *Lefki Papacharalambous* 5. e-Management and workforce diversity *Nelarine Cornelius* 6. ICT and Institutional change at the British Library *Martin Harris* 7. Coerced evolution: a study of the integration of e-mediated learning into a traditional university *Simran K Grewal* 8. e-Government: from utopian rhetoric to practical realism *Noah Curthoys* 9. e-Retail: paradoxes for suppliers and consumers *Charles Dennis and Oliver Richardson* 10. e-Business processes: information and operations for competitive advantage *Suzanne Mieczkowska, David Barnes and Matthew Hinton* 11. Building trust in stakeholder relationships: are call centres sweat shops or massage parlours?

Routledge

September 2004: 234x156: 248pp: illus. 12 line drawings

Hb: 0-415-33954-5: **£65.00**

Pb: 0-415-33955-3: **£22.99**

e-Retailing

Charles Dennis, Brunel University, UK, Tino Fenech and Bill Merrilees, both at Griffith University, Australia



'An in-depth analysis of e-retailing - it provides an excellent foundation for management decision-making in an area where so few companies have made good progress, and so many have lost money.' - Merlin Stone, Bristol Business School, UK

'I think the book will fill a considerable gap in the available literature for students, as well as being a useful reference for others involved in e-commerce. Writing about e-commerce is notoriously difficult, as "hot" topics can become dated very quickly but e-Retailing manages to steer between detailed discussion of current issues and vague generalization, to make sense of the rapidly changing online environments. Overall the book has a very accessible style which should encourage students to extend their studies in e-commerce and e-retailing in particular.' - Anthony Kent, University of the Arts, UK

Most experts agree that the advent of internet retailing has transformed the marketplace, but students of the subject have until now had to search far and wide for comprehensive up-to-date analysis of the new business landscape. Coverage of the recent dot-com boom and bust obscured the fact that e-retailing is now firmly established in global business, promising growth rates that will continue to rise globally to over £1 billion in 2004.

This much-needed book provides readers with a guide to the implementation and operation of a successful e-retailing business, and has been written for students, entrepreneurs and researchers at all levels. By identifying and explaining the underlying principles of e-retailing and its relationship with conventional retail methods, this research-based book leads readers through this exciting and emerging subject.

Case studies include:

- * Ipod
- * Nike
- * Amazon
- * e-Bay
- * McDonald's
- * Nokia

Contents: 1. Introduction to the World of e-Retailing 2. e-Retailing in Practice 3. Understanding and Communicating with the e-Consumer 4. Information Search on the Web 5. e-Store Design, Image and Loyalty 6. Online Service, Convenience and Price 7. Branding on the Web 8. e-Malls 9. e-Retailing Models 10. Integration of e-Retailing into an Organization 11. m-Shopping 12. The Future of e-Retailing

Routledge

August 2004: 320pp:illus. 4 line drawings and 10 tables

Hb: 0-415-31141-1: £75.00

Pb: 0-415-31142-X: £21.99

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Marketing the e-Business

Lisa Harris and Charles Dennis, both at Brunel University, UK



'There are a lot of bad books available on the subject of electronic commerce, this however is not one of them. Insightful and well written, anyone with an interest in electronic commerce should own a copy.' - Chris Barker, BNP Paribas

'Provides a sound framework within which the key issues of change, strategy and marketing and their relevance to internet technologies are synthesized in a clear and well structured manner. Practitioners and students alike will benefit from the book's use of practical material and strong conceptual foundation. I recommend it wholeheartedly to anyone seeking a thorough grounding in this often confusing area.' - Steve Clarke, Luton Business School, UK

Providing a new approach to the subject matter, *Marketing the e-Business* unpicks the challenges of e-Marketing for many types of business. It uses topical case studies and accompanying web material to provide an up-to-date study of effective marketing strategies. It analyses the benefits of e-Marketing as a tool for improving efficiency and effectiveness rather than business revolution. Considering the practicalities of marketing in an e-Business context, it is the first book of its kind to voice such a rigorous argument for the importance of e-Marketing, and a crucial text for anyone studying or practicing e-Business in the real bricks 'n' clicks world.

Contents: Introduction 1. Background and history of the Web 2. Marketing Research 3. Marketing Strategy 4. Branding 5. Innovation and Change Management 6. eMix: Product/Service 7. eMix: Price 8. eMix: Promotion 9. eMix: Place/eLogistics 10. Implementation 11. Big 'e' Considerations 12. Planning 13. Case-Studies.

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