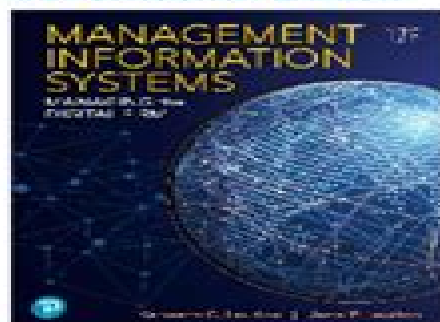


Management Information Systems: Managing the Digital Firm

Seventeenth Edition



Pearson

Chapter 10

E-commerce: Digital Markets, Digital Goods

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1

Learning Objectives

- 10.1** What are the unique features of e-commerce, digital markets, and digital goods?
- 10.2** What are the principal e-commerce business and revenue models?
- 10.3** How has e-commerce transformed marketing?
- 10.4** How has e-commerce affected business-to-business transactions?
- 10.5** What is the role of m-commerce in business, and what are the most important m-commerce applications?
- 10.6** What issues must be addressed when building an e-commerce presence?
- 10.7** How will MIS help my career?

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Table of Contents Managing The Digital Firm Study Guide

1. Understanding the eBook Managing The Digital Firm Study Guide
 - The Rise of Digital Reading Managing The Digital Firm Study Guide
 - Advantages of eBooks Over Traditional Books
2. Identifying Managing The Digital Firm Study Guide
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Managing The Digital Firm Study Guide
 - User-Friendly Interface
4. Exploring eBook Recommendations from Managing The Digital Firm Study Guide
 - Personalized Recommendations
 - Managing The Digital Firm Study Guide User Reviews and Ratings
 - Managing The Digital Firm Study Guide and Bestseller Lists

5. Accessing Managing The Digital Firm Study Guide Free and Paid eBooks
 - Managing The Digital Firm Study Guide Public Domain eBooks
 - Managing The Digital Firm Study Guide eBook Subscription Services
 - Managing The Digital Firm Study Guide Budget-Friendly Options
6. Navigating Managing The Digital Firm Study Guide eBook Formats
 - ePub, PDF, MOBI, and More
 - Managing The Digital Firm Study Guide Compatibility with Devices
 - Managing The Digital Firm Study Guide Enhanced eBook Features
7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Managing The Digital Firm Study Guide
 - Highlighting and Note-Taking Managing The Digital Firm Study Guide
 - Interactive Elements Managing The Digital Firm Study Guide
8. Staying Engaged with Managing The Digital Firm Study Guide
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Managing The Digital Firm Study Guide
9. Balancing eBooks and Physical Books Managing The Digital Firm Study Guide
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Managing The Digital Firm Study Guide
10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
11. Cultivating a Reading Routine Managing The Digital Firm Study Guide
 - Setting Reading Goals Managing The Digital Firm Study Guide
 - Carving Out Dedicated Reading Time
12. Sourcing Reliable Information of Managing The Digital Firm Study Guide
 - Fact-Checking eBook Content of Managing The Digital Firm Study Guide
 - Distinguishing Credible Sources
13. Promoting Lifelong Learning

- Utilizing eBooks for Skill Development
- Exploring Educational eBooks

14. Embracing eBook Trends

- Integration of Multimedia Elements
- Interactive and Gamified eBooks

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