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Henry Chan is the author of E-Commerce: Fundamentals and Applications, published by Wiley.. Raymond Lee is the author of E-Commerce: Fundamentals and Applications, published by Wiley.. Tharam Dillon is the author of E-Commerce: Fundamentals and Applications, published by Wiley.. Elizabeth Chang is the author of E-Commerce: Fundamentals and Applications, published by Wiley.

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E-Commerce: Fundamentals and Applications. E-commerce is the activity of buying or selling of products on online services or over the Internet. Modern electronic commerce typically uses the World Wide Web for at least one part of the transaction's life cycle although it may also use other technologies such as e-mail.

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This book explores the full range of technologies, protocols, and techniques necessary for building successful e-commerce sites. Placing this technical know-how in business context, the authors walk readers through actual e-commerce applications, from Internet payment systems to Web advertising and publishing. It is a running case study depicting a Virtual Book Store (VBS), step-by-step ...

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to support e-commerce applications, ranging from traditional CGI to the contempo- rary Java Servlets approach. In this chapter, we will explore in detail how database connectivity can be achieved in the internet environment. In most e-business solutions, connectivity to the backend database engines becomes a necessary and important requirement.

E Commerce Fundamentals and Applications

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