

Information Resources Guide

2012 - 2017



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**ELECTRONIC
COMMERCE**

Gary P. Schneider



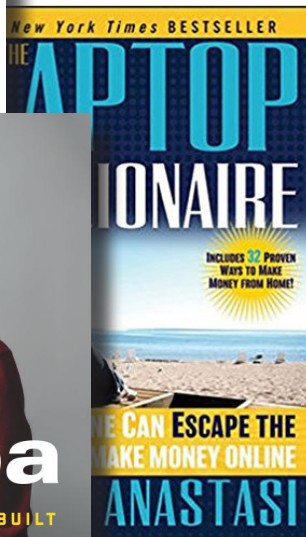
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Alibaba

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E-COMMERCE

A. BOOKS (Located at the General Collection Shelves near the Circulation Section)

1. Schneider, Gary P.(**2017**). Electronic Commerce. 12th Ed. Australia: Cengage Learning. HF 5548.32 S35 2017
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5. Shanks, Jamie. (**2016**). Social Selling Mastery: Scaling Up Your Sales and Marketing Machine for The Digital Buyer. Hoboken, N.J.: Wiley. HF 5415.1265 S52
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16. Yakob, Faris. **(2015)**. Paid Attention: Innovative Advertising for A Digital World. Philadelphia, PA: Kogan Page. HF 5823 Y33
17. Franklin, Adam. **(2014)**. Web Marketing That Works: Confessions From The Marketing Trenches. Milton, Qld: Wiley. HF 5415.1265 F73
18. Harmon, Paul. **(2014)**. Business Process Change: A Business Process Management Guide for Managers and Process Professionals. 3rd Ed. Amsterdam: Elsevier. HF 5548.32 H36 2014
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20. Lawson, John, 1965. **(2014)**. Kick Ass Social Commerce for E-preneurs: It's Not About Likes... It's About Sales. Dallas, Texas: BenBella Books. HF 5548.32 L387
21. Mintzer, Richard. **(2014)**. Start Your Own E-business: Your Step-by-step Guide to Success. 3rd Ed. Irvine, California: Entrepreneur Press. HF 5548.32 M377 2014
22. Schniederjans, Marc J. **(2014)**. E-commerce Operations Management. 2nd Ed. New Jersey: World Scientific. HF 5548.32 S28 2014
23. Beynon-Davies, Paul. **(2013)**. E-business. 2nd Ed. New York: Palgrave/McMillan. HF 5548.32 B48 2013
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B. NON-PRINT (CD's, DVD's, VHS) (Located at the Information Commons Section)

1. Enterprise and Entrepreneurship [videorecording].**(2011)**. Australia: VEA Australia/New Zealand. 1 DVD (19 Mins.). DVD 213
2. Ethics and The Consumer [videorecording].**(2010)**. Australia: VEA Australia/New Zealand. 1 DVD (22 Mins).
3. The Business Plan [videorecording].**(2009)**. Australia: VEA Australia/New Zealand. 1 DVD (27 Mins.). DVD 215
4. Starting A Successful EBay Business [videorecording]. **(2008)**. U.S. Corporate and Government Sales. 1 DVD-ROM. DVD 192 C.1 C.2 C.3

C. ELECTRONIC JOURNALS at EBSCOHOST Online Database

1. [International Journal Of Electronic Commerce](#)
Bibliographic Records:12/01/2000 To Present
Full Text:12/01/2000 To Present (With A 6 Month Delay)
*Full Text Delay Due To Publisher Restrictions(“Embargo”)
First scholarly journal devoted exclusively to advancing the understanding & practice of electronic commerce. Offers an integrated view of the field covering the areas of management information systems, computer science, economics & sociology.
2. [Electronic Commerce Research](#)
Bibliographic Records:11/01/2002 To Present
Full Text:01/01/2004 To Present (With A 12 Month Delay)
*Full Text Delay Due To Publisher Restrictions(“Embargo”)
Springer Science & Business Media B.V.
3. [Journal Of Internet Banking & Commerce](#)
Bibliographic Records:12/01/2006 To Present
Full Text:12/01/2006 To Present
Taylor & Francis Ltd. Internet

D. ELECTRONIC BOOKS at Gale E- Reference Online Database

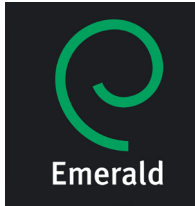
1. Selected Readings On Electronic Commerce Technologies: Contemporary Applications, 2009
2. Electronic Commerce: Concepts, Methodologies, Tools, and Applications, 2008
3. Encyclopedia Of Production and Manufacturing Management, 2000

Online Resources

Companies,
Markets &
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Reports



E-Journals



E-Books / Videos



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