



WHAT IS E-COMMERCE? 2

CAREERS IN E-COMMERCE
 MadeToOrder.Com 2

PROJECT
 Assess Wireless Services 3

Lesson 1.1 Electronic Commerce 4

Lesson 1.2 Changing the Distribution System 9

Lesson 1.3 Web Entrepreneurs 15

ASSESSMENT AND REVIEW
 Checkpoint 5, 7, 11, 13, 17, 18
 Think Critically 8, 14, 19
 Make Connections 8, 14, 19
 Chapter Review 20–23

SPECIAL FEATURES
 Business Math Connection 12
 Communicate 11
 Did You Know? 16
 On the Scene 4, 9, 15
 Tech Talk 6
 Workshop 5, 13, 17
 World View 7



BUSINESS-TO-BUSINESS E-COMMERCE 24

CAREERS IN E-COMMERCE
 Dell Computer Corporation 24

PROJECT
 Compare Revolutions 25

Lesson 2.1 A New Revolution 26

Lesson 2.2 B2B E-Commerce 31

Lesson 2.3 Future of E-Commerce 38

ASSESSMENT AND REVIEW
 Checkpoint 28, 29, 33, 36, 39, 40
 Think Critically 30, 37, 41
 Make Connections 30, 37, 41
 Chapter Review 42–45

SPECIAL FEATURES
 Business Math Connection 36
 Communicate 27
 Did You Know? 40
 On the Scene 26, 31, 38
 Tech Talk 27
 Workshop 28, 34, 39
 World View 32



CHAPTER 3

CONSUMER E-COMMERCE 46

CAREERS IN E-COMMERCE

eBay Inc. 46

PROJECT

Analyze E-Commerce Advertising 47

Lesson 3.1 Online Shopping 48

Lesson 3.2 Information Management 56

Lesson 3.3 E-Marketing 62

Lesson 3.4 E-Promotion 67

ASSESSMENT AND REVIEW

Checkpoint 50, 54, 58, 60, 64,
65, 67, 70, 72

Think Critically 55, 61, 66, 73

Make Connections 55, 61, 66, 73

Chapter Review 74–77

SPECIAL FEATURES

Business Math Connection 71

Communicate 70

Did You Know? 50

On the Scene 48, 56, 62, 67

Tech Talk 65

Workshop 51, 59, 64, 68

World View 52



CHAPTER 4

BEHIND THE WEB 78

CAREERS IN E-COMMERCE

Yahoo! Inc. 78

PROJECT

Distribution and Payment Options 79

Lesson 4.1 Distribution Channels 80

Lesson 4.2 E-Commerce Distribution 85

Lesson 4.3 Payment Options 91

Lesson 4.4 Customer Service 98

ASSESSMENT AND REVIEW

Checkpoint 82, 83, 86, 89, 93,
96, 101, 102

Think Critically 84, 90, 97, 103

Make Connections 84, 90, 97, 103

Chapter Review 104–107

SPECIAL FEATURES

Business Math Connection 89

Communicate 99

Did You Know? 92

On the Scene 80, 85, 91, 98

Tech Talk 95

Workshop 81, 88, 93, 100

World View 87

CONNECTING THE DOTCOMS 108

CAREERS IN E-COMMERCE
EarthLink, Inc. 108

PROJECT
The E-Commerce Connection 109

Lesson 5.1 Accessing the Internet 110
Lesson 5.2 The Site 117
Lesson 5.3 Security 123

ASSESSMENT AND REVIEW
Checkpoint 112, 115, 119,
121, 126, 128
Think Critically 116, 122, 129
Make Connections 116, 122, 129
Chapter Review 130–133

SPECIAL FEATURES
Business Math Connection 120
Communicate 125
Did You Know? 124
On the Scene 110, 117, 123
Tech Talk 127
Workshop 112, 118, 124
World View 115

LEGAL AND ETHICAL ISSUES 134

CAREERS IN E-COMMERCE
E-Loan 134

PROJECT
Internet Safety for Children 135

Lesson 6.1 Laws and Legislation 136
Lesson 6.2 Internet Ethics 144
Lesson 6.3 Netiquette 150

ASSESSMENT AND REVIEW
Checkpoint 140, 142, 146,
148, 151, 152
Think Critically 143, 149, 153
Make Connections 143, 149, 153
Chapter Review 154–157

SPECIAL FEATURES
Business Math Connection 147
Communicate 148
Did You Know? 138
On the Scene 136, 144, 150
Tech Talk 151
Workshop 137, 145, 151
World View 142

Glossary 158
Index 161
Photo Credits 167