



Applied Ecommerce: Analysis and Engineering for Ecommerce Systems

Arthur M. Langer

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The first practical guide for designing, analyzing, and developing successful Web-based delivery systems. The demand for secure, reliable, user-friendly ecommerce sites continues to rise exponentially, yet a high percentage of these projects fail. Why? Going right to the heart of what it means to set up and maintain a successful ecommerce system, highly recognized information systems expert Arthur Langer walks readers step-by-step through all phases of ecommerce development, from user analysis to the installation and testing of complex transactions. In addition to giving insight into brick-and-mortar IT systems and how to merge them with Web systems, Langer teaches readers how to design interfaces to legacy systems and databases, how to ensure reliability and security, and how to extract information from users, marketers, and consumers.

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