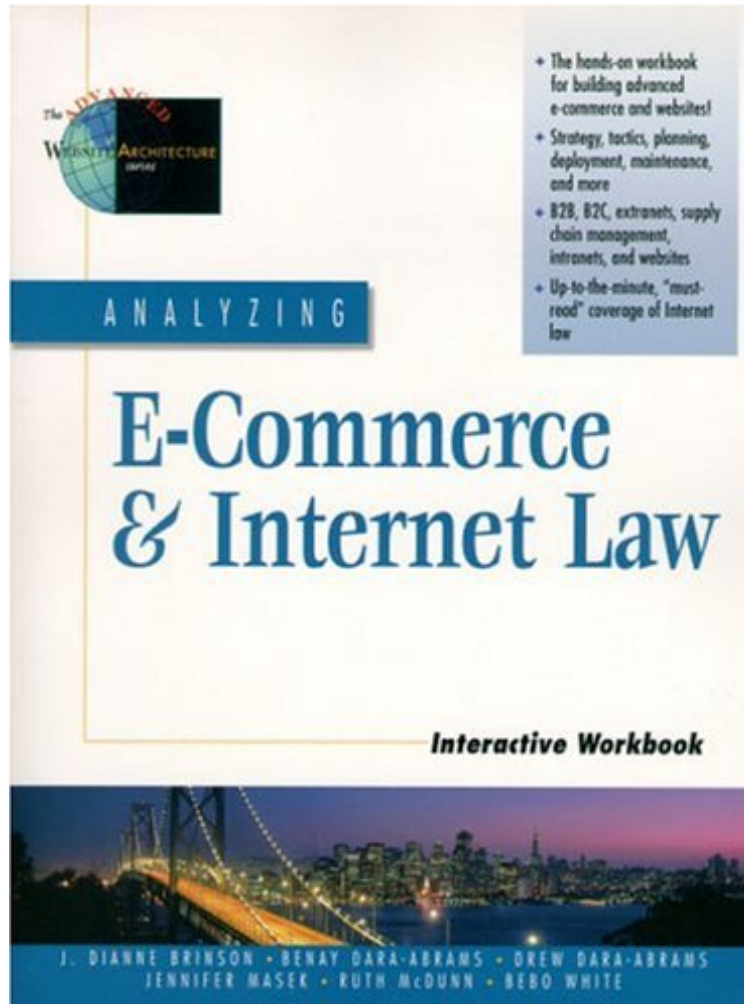


Analyzing E-Commerce and Internet Law Interactive Workbook

J. Dianne Brinson, Benay Dara-Abrams, Drew Dara-Abrams, Jennifer Masek, Ruth McDunn, Bebo White
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J. Dianne Brinson, Benay Dara-Abrams, Drew Dara-Abrams, Jennifer Masek, Ruth McDunn, Bebo White : Analyzing E-Commerce and Internet Law Interactive Workbook before purchasing it in order to gage whether or not it would be worth my time, and all praised Analyzing E-Commerce and Internet Law Interactive Workbook:

This practical, hands-on learning system walks you step-by-step through every crucial decision and implementation detail associated with profitable e-commerce! The book reviews the key strategic, technical, financial, and architectural issues associated with deploying advanced intranets, extranets, and Web sites, and integrating with legacy systems. Next, it covers key e-commerce fundamentals, including B2B, B2C, and supply chain integration, strategy, and security. The authors review key issues facing today's e-Commerce decision-maker, showing how to avoid costly

mistakes, analyze traffic, plan for growth, and incorporate new technologies. The book includes an exceptionally detailed briefing on Web and e-commerce legal issues, from intellectual property rights and domain name ownership to site-owner liability and terms of use.

From the Inside Flap
Introduction
What You Will Need
A networked PC with access to the Internet. The faster the connection, the less time you spend on the "World Wide Wait."
A Web browser with as many plug-ins as you can support (to experience as much marketing media as possible) and an e-mail account. In your browser preferences, please enable cookies.
How This Book Is Organized
In this book, and the others in this series, you are presented with a series of interactive labs. Each lab begins with Learning Objectives that define what exercises (or tasks) are covered in that lab. This is followed by an overview of the concepts that will be further explored through the exercises, which are the heart of each lab. Each exercise consists of either a series of steps that you will follow to perform a specific task or a presentation of a particular scenario. Questions that are designed to help you discover the important things on your own are then asked of you. The answers to these questions are given at the end of the exercises, along with more in-depth discussion of the concepts explored. At the end of each lab is a series of multiple-choice Self-Questions, which are designed to bolster your learning experience by providing opportunities to check your absorption of important material. The answers to these questions appear in the Appendix. There are also additional Self-Questions at this book's companion Web site, found at phptr/phptrinteractive/. Finally, at the end of each chapter you will find a Test Your Thinking section, which consists of a series of projects designed to solidify all of the skills you have learned in the chapter. If you have successfully completed all of the labs in the chapter, you should be able to tackle these projects with few problems. There are not always "answers" to these projects, but where appropriate, you will find guidance and/or solutions at the companion Web site. The final element of this book actually doesn't appear in the book at all. It is the companion Web site, and it is located at phptr/phptrinteractive/. This companion Web site is closely integrated with the content of this book, and we encourage you to visit often. It is designed to provide a unique interactive online experience that will enhance your education. As mentioned, you will find guidance and solutions that will help you complete the projects found in the Test Your Thinking section of each chapter. You will also find additional Self-Questions for each chapter, which are meant to give you more opportunities to become familiar with terminology and concepts presented in the publications. In the Author's Corner, you will find additional information that we think will interest you, including updates to the information presented in these publications, and discussion about the constantly changing technology Webmasters must stay involved in. Finally, you will find a Message Board, which you can think of as a virtual study lounge. Here, you can interact with other Advanced Website Architecture Series readers, and share and discuss your projects.

Notes to the Student
This publication and the others in The Advanced Website Architecture Series are endorsed by the World Organization of Webmasters. The series is a training curriculum designed to provide aspiring Webmasters with the skills they need to perform in the marketplace. The skill sets included in The Advanced Website Architecture Series were initially collected and defined by this international trade association to create a set of core competencies for students, professionals, trainers, and employers to utilize.

Notes to the Instructor
Chances are that you are a pioneer in the education field whether you want to be one or not. Due to the explosive nature of the Internet's growth, very few Webmaster training programs are currently in existence. But while you read this, many colleges, community colleges, technical institutes, and corporate and commercial training environments are introducing this material into curriculums worldwide. Chances are, however, that you are teaching new material in a new program. But don't fret, this publication and series are designed as a comprehensive introductory curriculum in this field. Students successfully completing this program of study will be fully prepared to assume the responsibilities of a Webmaster in the field or to engage in further training and certification in the Internet communications field. Each chapter in this book is broken down into labs. All questions and projects have the answers and discussions associated with them. The labs and question/answer formats used in this book provide excellent opportunities for group discussions and dialogue between students and instructors. Many answers and their discussions are abbreviated in this publication for space reasons. Any comments, ideas, or suggestions to this text and series will be greatly appreciated.

About the Authors
J. Dianne Brinson, an attorney, is the author of *Multimedia Law and Business Handbook*, *Internet Legal Forms for Business*, and *Internet Law and Business Handbook*, available from Ladera Press, laderapress.com, (800-523-3721). She teaches Internet Law at the University of California-Berkeley Extension and San Jose State University's Internet Education Institute. A graduate of Yale Law School, she is a former law school professor and has also practiced law in Atlanta and Los Angeles.

Benay Dara-Abrams (dara-abrams.com) is CEO of BrainJolt (brainjolt.com) and designer of the Web-based Online Adaptive Learning Environment. Benay has been involved in the Internet since ARPANet days in 1970 and in Web development since 1993. She managed the development of the first WYSIWYG HTML editor and the first commercial Web-based intranet. She served as Curriculum Development Director for the Stanford University Western Institute of Computer Science. Benay has developed and taught intensive courses in Electronic Commerce and Web Business Management and in Networking Fundamentals for Webmasters at Stanford University and the University of Hong Kong. She was co-founder and Director of Engineering for Silicon Valley Public Access Link, a community

network ISP. Benay has been involved in Electronic Commerce since 1980 when she managed public, packet-switched, network-based services for travel and home banking. She plans to complete her PhD in Computer Science and Educational Psychology in 2001. Drew Dara-Abrams serves as CTO (Chief Technology Officer) for BrainJolt (brainjolt), an online learning technology start-up venture. He has designed and taught classes on Internet, Web design, programming, and advanced topics in computers to both adults and children. He has also served as Webmaster and Network and Systems Administrator for a number of high-tech start-ups, schools, and summer camps. He can be found on the Internet at drew@drewnet and drew.dara-abrams. Jennifer Masek entered the field of Web development and design by way of SGML publishing for paper and electronic media. Jennifer has been working in Web design and management since the early days of the Web at the Stanford Linear Accelerator Center, home of the first Web site in the United States. As lead of SLAC's Publishing and New Media Group, she was responsible for the development and management of a wide variety of sites, as well as developing training programs for the Web and Web-based collaboration projects. Jennifer has worked with a wide variety of nonprofit organizations and Bay Area firms as a user interface and restructuring consultant, helping organizations meet the demands of the constantly changing environment of the Web. Jennifer is currently the Content Director for Hotpaper, Inc., a San Francisco-based ASP specializing in document automation solutions for the Internet and wireless communities. Ruth McDunn has been involved in creating and maintaining Web sites since the early days of the Web at Stanford Linear Accelerator Center. SLAC was an early participant in the Web, with the first Web server installed in December, 1991. Realizing the cross-platform advantages of Web sites, Ruth developed one of the first large Web sites at SLAC, for the Environment, Safety, and Health Division. Since then Ruth moved to the Technical Publications Department and has been involved in creating and maintaining many Web sites, from small to very large (take a look at the SLAC Virtual Visitor Center at www2.slac.stanford/vvc/). She is now the Web Information Manager, responsible for managing Web space on the production Web servers (UNIX and NT), teaching others to create and maintain Web sites, managing online resources for Web authors, analyzing the Web server log files, and creating Web site designs and organization schemes. Ruth also has a Master of Science degree from Vanderbilt University in Molecular Biology and a Bachelor of Arts degree from Gustavus Adolphus College. Ruth lives in San Jose, California with her husband and two cats. Bebo White is a member of the technical staff at the Stanford Linear Accelerator Center (SLAC), the high-energy physics laboratory operated by Stanford University. He also holds a

From the Back Cover The hands-on workbook for building advanced e-commerce and websites! Strategy, tactics, planning, deployment, maintenance, and more B2B, B2C, extranets, supply chain management, intranets, and Web sites Up-to-the-minute, "must-read" coverage of Internet law The Advanced Web Site Architecture Series Endorsed by the World Organization of Webmasters (WOW), serving webmasters worldwide. Master the skills you need to succeed in e-commerce-fast! This user-friendly, interactive workbook delivers all the knowledge you'll need to start building state-of-the-art Web and e-commerce sites right now! It's your practical, in-depth guide to all the key strategic, technical, financial, and architectural issues associated with deploying leading-edge e-commerce sites, intranets, extranets, and more. From planning to site management, traffic analysis to intellectual property issues, it's hereorganized for easy learning and rapid mastery! You'll find expert coverage of all this, and more: Intranets: planning, technical decisions, policies, budgets, pilot projects, and management Extranets: business strategy, architecture, security, budgeting, and community development E-commerce: business-to-business, business-to-consumer, supply chain management, and security Site management: content updates, avoiding "link rot," log file analysis, and planning for growth Legacy systems integration: evaluation, business services integration, back-end systems, and more Internet law: Copyright, liability, development contracts, terms and conditions, DNS name ownership, and more E-business strategy, tactics, technology, management, security, lawthis book covers it all, hands on! If you need in-depth insight into e-commerce and website management-and you need it right nowthen you need Exploring E-Commerce, Site Management, and Internet Law! About the Author J. DIANNE BRINSON teaches Internet law at the Internet Education Institute at San Jose State University's Professional Development Center and is a former member of the Executive Committee of the Intellectual Property Section of the State Bar of California. BENAY DARA-ABRAMS is CEO of BrainJolt.com, which provides consulting, and development of Web-based software for education. She is also the designer of the Web-based Online Adaptive Learning Environment. DREW DARA-ABRAMS is CTO of BrainJolt.com. He has designed and taught classes on Internet, Web design, programming, and advanced topics in computers to both adults and children. JENNIFER MASEK is Director of Content for Hotpaper.com, a San Francisco-based Application Service Provider. RUTH A. McDUNN is Web Information Manager and Publishing and New Media Specialist at the Stanford Linear Accelerator Center (SLAC), the first U.S. Web site. BEBO WHITE is a computational physicist and Computing Information Systems Analyst at SLAC. He has written and lectured extensively on Web technology.