



Mobile Commerce: Grundlagen und Techniken (German Edition)

Klaus Turowski, Key Pousttchi

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M-Commerce (MC) als neue Ausprägung des E-Commerce entsteht durch die Konvergenz von Internet- und Mobilfunk-Technologie. Das Buch vermittelt Studenten und Praktikern, insbesondere Entscheidungsträgern, auf strukturierte und praxisorientierte Weise ein MC-Basiswissen aus der Sicht des Wirtschaftsinformatikers. Dabei werden sowohl Wissen und Methoden vermittelt als auch praktische Anleitungen gegeben. Technische und betriebswirtschaftliche Grundlagen sind hierbei etwa gleich gewichtet. Das Spektrum reicht von den technischen Grundlagen über Sicherheitsaspekte und Besonderheiten des Anwendungsentwurfs bis hin zur Betrachtung von Marktteilnehmern, Bewertung von Geschäftsmodellen und Optimierung von Geschäftsprozessen unter Nutzung mobiler Technologien. Einfache Beispiele und Übungsaufgaben veranschaulichen die vermittelte Thematik.

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