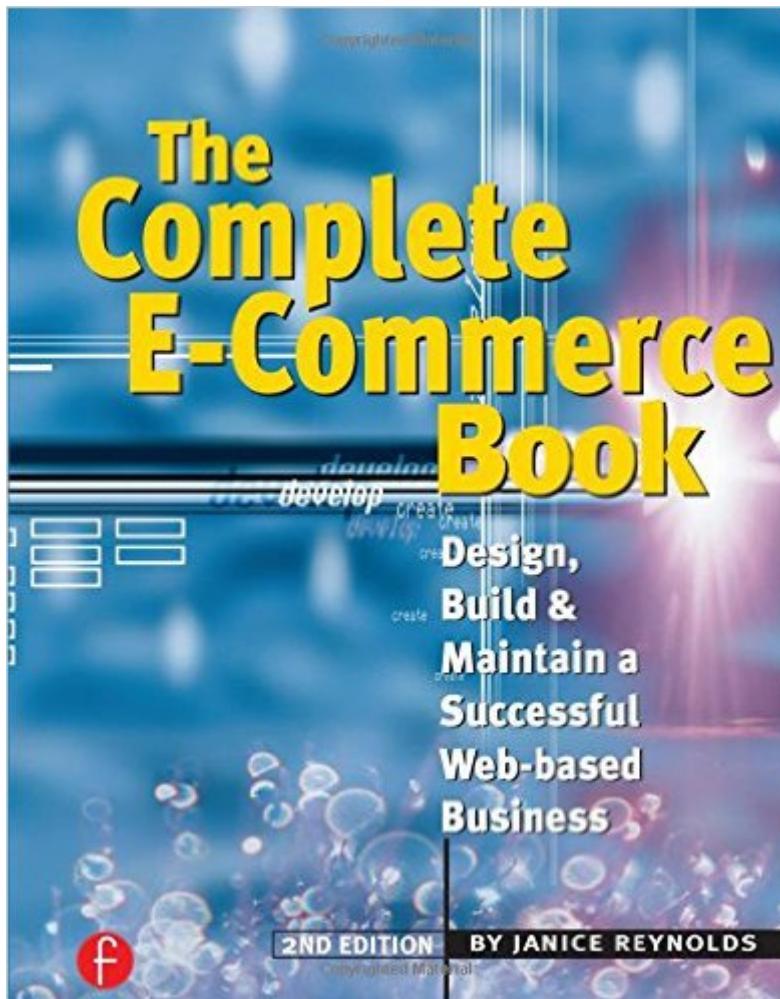


The book was found

The Complete E-Commerce Book: Design, Build & Maintain A Successful Web-based Business



Synopsis

'The Complete E-Commerce Book offers a wealth of information on how to design, build and maintain a successful web-based business.... Many of the chapters are filled with advice and information on how to incorporate current e-business principles o

Book Information

Paperback: 374 pages

Publisher: CRC Press; 2 edition (March 30, 2004)

Language: English

ISBN-10: 1578203120

ISBN-13: 978-1578203123

Product Dimensions: 7 x 0.9 x 9 inches

Shipping Weight: 1.3 pounds (View shipping rates and policies)

Average Customer Review: 3.0 out of 5 starsÂ See all reviewsÂ (8 customer reviews)

Best Sellers Rank: #614,294 in Books (See Top 100 in Books) #147 inÂ Books > Computers & Technology > Internet & Social Media > E-Commerce #164 inÂ Books > Arts & Photography > Graphic Design > Commercial > Book Design #1185 inÂ Books > Computers & Technology > Web Development & Design > Web Design

Customer Reviews

Back when I was first doing an e-commerce web site (you remember, that was the days when we walked three miles to school, uphill both directions) this book would have saved me days of effort. It is an introductory level book. That is to say, it will get you started, but by the time you have a working site, you will have learned a lot more than in your specialized areas than is covered here. This book provides the basic introduction. Do you want a shopping cart type application or perhaps an auction? What about peer-to-peer file sharing or perhaps a blog? This book will talk about these initial decisions that have to be made before you start thinking about the guts of implementing them. After these decisions are made you'll need more detailed books on the specific area where you are going. The one thing I would like to see added to a new edition would be specific software recommendations, i.e. what two or three shopping cart solutions would she recommend.

I was very disappointed with this book. One thing that I hate about the book is that it has ads in the back. The ads are for seven other books. I expect to see ads in magazines, but when I pay for a book I don't want advertising. More importantly, the writing is awkward and hard to understand. For

example, here's how she describes relational databases:"A relational database is a collection of 'data items' that are organized as a set of linked tables from which data can be accessed or reassembled in many different ways without need to reorganize the database tables (a table is referred to as a 'relation')."Huh?! That description is confusing and much of it is wrong. How can data be "reassembled"? What does she mean by "without need to reorganize the database tables"? Database tables can have foreign keys or referential integrity, but they are not "linked". Each table is its own independent entity. She continues, "The columns in all of the tables must depend upon a single key column with values that don't repeat." That's not true either. It's very common to have a table with multiple keys or no keys whatsoever. The author explains that "SQL is a declarative language, which means that the user specifies what he or she wants and then the RDBMS query planner figures out how to get it." But that's not what "declarative language" means at all. I tried to work my way through the poor writing and typos, but after a while I lost confidence that the information in the book was accurate and I put it down.

If you are from planet Mars, you still wouldn't find this book useful. The dumbest person I know, knows more than is in this book. There is no code. It doesn't tell you exactly how to do anything. It just blah blah's on and on about useless info. Design, Build, and Maintain a website title? It doesn't cover any of the technical side of this like the title says. Save you money and pay someone to start your online business for you. It took a whole book to tell you this????? Save your money.

Reynolds talks about many aspects of running your own commercial website. She discusses what type of servers you might need and how to configure these using RAID to maximise uptime while preserving data against hardware failure. Also mentioned is what type of net connections might be suitable and affordable. Along with how to implement security against various types of fraud attempts. For promoting your website, email newsletters are suggested as being very economical. Though beware of email ad campaigns that can get you labelled as a spammer. Search Engine Optimisation gets a good exposition as a cheap way to promote your site in an engine's rankings. The "Complete" in the title is slightly misleading. The book does not get into the nitty gritty of technical details about making a database, for example. Or writing webpages. Rather, it's at a higher level of design and management of these issues.

[Download to continue reading...](#)

The Complete E-Commerce Book: Design, Build & Maintain a Successful Web-based Business
UNLIMITED E-COMMERCE SUPPLIERS SYSTEM: How to the find the best products,best prices

and best suppliers for your e-commerce store (E-Commerce from A - Z Series Book 2) Operation E-Commerce: Start an E-Commerce Business and Quit Your Day Job in 6 Months or Less (3 Book Bundle) The Family Council Handbook: How to Create, Run, and Maintain a Successful Family Business Council (A Family Business Publication) ALIEXPRESS E-COMMERCE (2016 Update): Easy Dropshipping System For the Almost Broke E-Commerce Sellers Business Plan: Business Tips How to Start Your Own Business, Make Business Plan and Manage Money (business tools, business concepts, financial freedom, ... making money, business planning Book 1) Reengineering Business for Success in the Internet Age : Business-to-Business E-commerce Strategies Etsy for Newbies (2016 Version Update for Absolute Beginners): How to Start Your Own Etsy Based E-commerce... Even if You're Not a Product Creator, Have No Huge Capital & Business Experience BUSINESS PLAN: Business Plan Writing Guide, Learn The Secrets Of Writing A Profitable, Sustainable And Successful Business Plan ! -business plan template, business plan guide - How to Start a Home-based Fashion Design Business (Home-Based Business Series) eBay: The Ultimate Step-By-Step Beginners Guide to Sell on eBay and Build a Successful Business Empire From Scratch (eBay, eBay Selling, eBay Business, Dropshipping, eBay Buying, Online Business) Black & Decker The Complete Guide to Roofing & Siding: Updated 3rd Edition - Choose, Install & Maintain Roofing & Siding Materials (Black & Decker Complete Guide) Adobe Fireworks Web Design Interview Questions: Web Design Certification Review with Adobe Fireworks Adobe Fireworks Web Design Interview Questions: Web Design Certification Business Law: Legal Environment, Online Commerce, Business Ethics, and International Issues (9th Edition) The "Business" of Sewing Audio Album: How to Start, Maintain and Achieve Success Successful Business Plan: Secrets & Strategies (Successful Business Plan Secrets and Strategies) Innovation in Open and Distance Learning: Successful Development of Online and Web-based Learning (Open and Flexible Learning Series) How to Start a Home-Based Children's Birthday Party Business (Home-Based Business Series) How to Start a Home-Based Photography Business, 5th (Home-Based Business Series)

[Dmca](#)