

# [Mis 180 chapter 3](https://assignbuster.com/mis-180-chapter-3/)

WWWprovides access to Internet information through documents including text, graphics, audio, and video files that use a special formatting language called Hypertext Transport Protocol

Hypertext Transport Protocolthe Internet Protocol Web browsers use to request and display Web pages using URL --> universal resource locator

ecommercethe buying and selling of goods and services over the Internet

ebusinessincludes ecommerce along with all activities related to internal and external business operations

mass customizationthe ability of an organization to tailor its products or services to the customer's specifications

personalizationwhen a company knows enough about a customer's likes and dislikes that it can fashion offers more likely to appeal to that person

intermediaryagents, software, or businesses that provide a trading infrastructure to bring buyers and sellers together

Advantages of Ebusinessreducing costs
improving operations
improving effectiveness

Ebusiness Modelsa plan that details how a company creates, delivers, and generates revenues on the Internet
Business-to-business
Business-to-consumer
consumer-to-business
consumer-to-consumer

crowdsourcingrefers to the wisdom of the crowd

mashupswebsite or web application that uses content from more than one source to create a completely new product or service

mbusinessthe ability to purchase goods and services through a wireless Internet-enabled device

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