

# Mis 180 chapter 3



**ASSIGN  
BUSTER**

WWW provides 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 Protocol the Internet Protocol Web browsers use to request and display Web pages using URL --> universal resource locator

ecommerce the buying and selling of goods and services over the Internet

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

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

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

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

Advantages of Ebusiness reducing costs

improving operations

improving effectiveness

Ebusiness Model a 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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