

Building Cyberstores: Installation, Transaction Processing, and Management

Martin Nemzow



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Building Cyberstores: Installation, Transaction Processing, and Management

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Building Cyberstores: Installation, Transaction Processing, and Management Martin Nemzow Focusing on real world issues, this text explains how to leverage existing company data and integrate databases with websites for catalogue sales, data inquiries, transaction processing and delivery of goods and services. Advice is given from the basics of how to design web pages for maximum impact, to more advanced concerns such as database query, client/server connectivity, remote transaction processing and issues of security. Special coverage includes the use of Java in cyberstores. Features of the book include: information on how to utlize the Internet/Intranet relationship; making profit by porting existing databases to the Internet; and samples of cyberstore sites, tools for customer data collection and order entry templates are available free on the bundled CD-ROM.



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