

SECRETS OF ELECTRONIC COMMERCE

A GUIDE FOR SMALL AND MEDIUM-SIZED EXPORTERS

SECOND EDITION



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Geneva 2009

ABSTRACT FOR TRADE INFORMATION SERVICES

2009

F-06.06
SEC

INTERNATIONAL TRADE CENTRE (ITC)

Secrets of Electronic Commerce: A Guide for Small and Medium-Sized Exporters. – 2nd ed.

Geneva: ITC, 2009. x, 196 p.

Guide focusing on Internet-based services with regard to small and medium-sized enterprises (SMEs) – identifies SME issues and constraints related to electronic commerce; explains how to develop an e-commerce strategy and conduct online market research; outlines marketing and online communication techniques; answers questions on legal and financial issues; highlights characteristics of successful websites; deals with technical, policy and country-specific issues; online procurement; describes role of ITC in providing assistance in e-commerce, as well as programmes and services offered by other international bodies; includes bibliographical references.

Subject descriptors: **Electronic Commerce, Marketing, e-Procurement, SMEs.**

English

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ITC/P238.E/EC/09-XI

ISBN 978-92-9137-378-9
United Nations Sales No. E.09.III.T.7

Preface to second edition

At the time this book was first published there was still some doubt about the benefits of the Internet as a trading platform. Since then, Internet use has grown at a phenomenal rate and e-commerce is becoming popular in an ever-increasing number of countries.

The topics addressed in this book remain relevant and still seem to cover the questions which business owners and managers would ask. In this edition we have modified the answers to reflect changes in technology and Internet usage and updated the references and links.

Additional information about the books referenced is also available on the Amazon website www.amazon.com.

Acknowledgements

This updated publication was prepared under the overall strategic direction of Aicha Pouye, Director, Division of Business and Institutional Support, and the guidance of Jacky Charbonneau, Chief, Enterprise Competitiveness Section.

Martin Labbé, Online Marketing and Digital Networks Adviser, and Hema Menon, Trade Training Officer were responsible for the technical update of this publication, which was first released in 2001. They identified areas for update and guided the international consultant throughout the process.

Mahmoud Reza Hashemi, Associate Professor at the University of Tehran, researched and updated the contents, particularly reference materials, sources, statistics and recent trends and technically edited the guide on the basis of a preliminary update carried out by Helen Stephenson of Stephenson Consultants.

Natalie Domeisen, as manager of ITC's publications programme, coordinated the publications process and provided valuable comments.

The technical contributions of the following persons are acknowledged with thanks: Paul Kelly, Senior Trade Information Officer, Trade Information Section; Jean-François Bourque, Senior Adviser on Legal Aspects of Foreign Trade; Hong-Siew Lim, Senior Adviser on Enterprise Value Chain Competitiveness.

Sarah McCue was responsible for the design and development of the first edition of this book and its initial concept. She was assisted by Prema de Sousa, who conducted the survey on which this book is based.

The book was edited by Julie Wolf. Leni Sutcliffe also provided editorial support. Isabel Droste and Carmelita Endaya prepared the publication for printing.

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