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Kenneth C. Laudon was a professor of information systems at New York University School of Business. He held a BA in economics from Stanford and a PhD from Columbia University. He authored 12 books dealing with electronic commerce, information systems, organizations, and society.

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Kenneth C. Laudon holds a BA in Economics from Stanford and a PhD from Columbia University. He is currently a Professor of Information Systems at New York University's Stern School of Business, where he teaches courses on Managing the Digital Firm, Information Technology and Corporate Strategy, Professional Responsibility (Ethics), and Electronic Commerce and Digital Markets.

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Learning Objectives. After reading this chapter, you will be able to: Understand why it is important to study e-commerce. Define e-commerce, understand how e-commerce differs from e-business, identify the primary technological building blocks underlying e-commerce, and recognize major current themes in e-commerce.

E-commerce: Chapter 1 Learning Objectives

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