E-commerce is not only about business and technology, however. The third part of the equation for understanding e-commerce is society. E-commerce and Internet technologies have important social consequences that business leaders can ignore only at their peril. E-commerce has challenged our concepts of privacy, intellectual property, and even our ideas about national sovereignty and governance. Google, Facebook, Apple, Amazon, and assorted advertising networks maintain profiles on millions of shoppers and consumers worldwide. E-Commerce: Business, Technology, Society, 4th Edition. Kenneth C. Laudon, New York University. Carol Guercio Traver, New York University. Do you take a business-oriented approach to this course versus a technical approach? In addition to business, do you also cover legal and societal issues? Would you be interested in a book that provides you with a coherent pedagogical framework to make teaching easier and help students understand the subject matter? This text offers a conceptual framework built around the themes of Business, Technology, and Society by

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