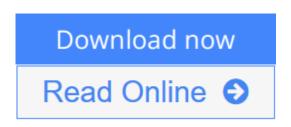# The Essential Guide to Internet Business Technology

By Gail Honda, Kipp Martin

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The Essential Guide to Internet Business Technology gives executives, managers, and other non-technical professionals a complete, up-to-the-minute briefing on today's key Internet technologies and their profound business implications. Coverage includes hardware, software, services, infrastructure, architecture, business models, marketing, security, and enterprise/back-end applications. Unlike technical Internet guides, this book delivers insight for decision-makers - information for action.

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Editorial Review

From the Back Cover

Internet business technology forevery business professional.

- What every business professional needs to know about Internet technology
- Clear, nontechnical explanations: hardware, software, infrastructure, and more
- The importance of Internet business even after the dot-com crash

Today, every executive and business professional must understand Internet technology well enough to ask the right questions, set the right expectations, and make the best possible decisions—especially after the dot-com implosion. The Essential Guide to Internet Business Technology gives executives, managers, and other nontechnical professionals a complete, up-to-the-minute primer on today's most important Internet technologies—and their business implications. From Internet architecture to e-business marketing, this book delivers current insight and expert advice you can act upon.

- Current Internet hardware and software technologies and their implications
- Web content development and design: what you must know to build effective business sites
- New opportunities made possible by XML and XML-related technologies
- Internet business models and marketing: lessons of the dot-com crash
- Internet security: protecting your data, applications, and customers
- Relational databases, data warehouses, and data mining
- Microsoft(r) .NET versus Linux(r), Java(tm), and the open source movement
- Selecting a Web hosting service, last-mile connection, and application service provider
- Web services, SOAP, middleware, enterprise application integration, and B2B integration

Whether you're a manager, consultant, sales, marketing or PR professional, investor, or student, you need to understand the technologies that will drive the next Internet business revolution. Now, one book illuminates them all: *The Essential Guide to Internet Business Technology*.

About the Author

GAIL HONDA is President and CEO of Global Optima Inc., a technology development company in Honolulu, Hawaii. She served as Director of the Program in Applied Quantitative Research at the University of Chicago and on the faculties of the University of Chicago and the University of Hawaii. She holds an MBA and Ph.D. from the University of Chicago, and was a Fulbright Scholar in Tokyo.

KIPP MARTIN is Professor of Operations Research and Computing Technology at the University of Chicago Graduate School of Business. He teaches Internet business technology to MBA students and executives in the U.S. and Europe. He holds a Ph.D. in Management Science from the University of Cincinnati.

Preface

This book originated as a set of notes for an MBA course entitled "Computing Technology for the General Manager," first taught at the University of Chicago Graduate School of Business (GSB) in January 1994. The course was one of the first in the country to cover the Internet. Back then, the technologies introduced in the course included Gopher, a predecessor to the Mosaic browser, which was the earliest widely used browser. Kipp Martin, developer of the course and a co-author of this book, saw that computers and the Internet were becoming increasingly important for all business professionals, not just for the "techies," or IT (information technology) experts. He created this course as a way to teach MBA students all they would need to know about using the computer in business. In the beginning, there were no appropriate textbooks for the course, so he pieced together a reading list that comprised books on MIS (management information systems) and a user's guide to the Internet, as well as a packet of articles from the popular press.

Even as the Internet grew in importance in the late 1990s and books on the Internet proliferated, he still needed to rely on parts of a number of books for his syllabus, for there was no book that satisfactorily covered all the relevant topics. Finally, he realized he needed to write his own book. He teamed up with Gail Honda, whom he had known since 1984 when she was an MBA student at the GSB. With his technical knowledge, and her business and writing credentials and experience, they decided to write a book that would clearly explain, in nontechnical language, the technology behind the Internet and how to use it in business. This book is the result of that decision.

The material in this book has been expanded and enhanced since 1994, thanks to the feedback of hundreds of Kipp's students. Kipp's MBA course, now called "e-Business Technology," has been constantly updated to take into account changing technology in the Internet business world. Kipp's Executive Education seminar, "Information Technology for Non-IT Managers: Foundations of e-Business," taught at the GSB and abroad, has been well received and has provided an additional source of information on what's really important to real-life executives who need to know more about technology in their everyday work lives.

This book was written as a trade business book intended for a general audience, rather than as a textbook intended for students, though it certainly can be used as a text book. Business professionals who find that computers and the Internet are becoming

increasingly important to their jobs and who need to expand their knowledge of the same will benefit from reading this book. They include those who make technology-based decisions; talk frequently with CIOs (chief information officers) , CTOs (chief technical officers), and IT (information technology) personnel; have been promoted to CIO or CTO from a functional area such as finance or marketing; want to go into Internet business consulting; need to evaluate Internet business companies; or are starting an Internet business.

As a textbook, the book is appropriate for an MBA or advanced undergraduate course on Internet business or Internet commerce. It could also be used for more general courses on business technology or IS (information systems). If you would like to find out more about Kipp's MBA course, log on to `http://gsbkip.uchicago.edu/htmls/coursework/b372/b372.html`. For more information and readings by the authors related to this book, go to `www.globaloptima.com`. If you have commentsyou would like to share with the authors or questions regarding this book, please write to the authors at the email address, `InternetBusiness@globaloptima.com`.

Please note that throughout the book, numbers in hard brackets, , refer to a citation from an entry in the bibliography toward the end of the book.

In sum, if you are looking for a book that explains a lot of important business technology in plain, precise, and (we think) interesting language, this book is for you.

Users Review

From reader reviews:

Bernice Mignone:

As people who live in the actual modest era should be up-date about what going on or facts even knowledge to make all of them keep up with the era which can be always change and make progress. Some of you maybe may update themselves by reading books. It is a good choice for you but the problems coming to anyone is you don't know which one you should start with. This The Essential Guide to Internet Business Technology is our recommendation to cause you to keep up with the world. Why, because book serves what you want and wish in this era.

Larry Gregg:

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