



Webshopssysteme (German Edition)

Hanno Völker

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Studienarbeit aus dem Jahr 2003 im Fachbereich Ingenieurwissenschaften - Wirtschaftsingenieurwesen, Note: 1,3, Fachhochschule Kiel (Maschinenwesen), Veranstaltung: Technische Informatik/ Marketing und Vertrieb, Sprache: Deutsch, Abstract: Diese Studienarbeit beschäftigt sich mit dem Thema Webshopsysteme. Ein

Webshopsystem dient dazu Waren und Produkte über das Internet anzubieten und zu verkaufen.

Im Folgenden wird die Technologie beschrieben, die nötig ist, ein solches Shopsystem zu betreiben. Der Faktor Sicherheit findet dabei besondere Beachtung, denn gerade das sichere Bezahlen sowie der Schutz von persönlichen Daten sollten bei Webshops höchste Priorität haben.

Auf Basis dieses Wissens werden verschiedene Alternativen für ein Shopsystem vorgestellt und auch deren Kosten sowie deren Administration finden Beachtung. Diese Projektarbeit richtet sich an Personen, die über die Anschaffung eines Webshopsystems zu entscheiden haben. Das hier vermittelte Wissen soll dazu beitragen verschiedene Alternativen zu betrachten und gegeneinander abzuwägen.

Diese Arbeit ist bewusst so gehalten, dass auch Leser, die sich nicht intensiv mit Internetprogrammierung beschäftigt haben, die dargelegten Inhalte verstehen.

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