第一图书网, tushu007.com

<<移动商务与无线计算系统>>

图书基本信息

书名：<<移动商务与无线计算系统>>

13位ISBN编号：9787040160581

10位ISBN编号：7040160587

出版时间：2005-2

出版时间：蓝色畅想出版社

作者：埃利奥特

页数：532

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：http://www.tushu007.com

第一图书网, tushu007.com

<<移动商务与无线计算系统>>

内容概要

《移动商务与无线计算系统（影印版）》旨在提供移动商务和支持移动计算与无线技术的相关知识。
包含了以下领域知识的整合：移动计算，无线网络，移动技术，移动商业应用。
在商业信息系统中便携、移动与无线技术的使用在“移动商务”章节中描述。
从广义范围上讲，《移动商务与无线计算系统（影印版）》内容涉及：计算，信息技术，信息系统。
从专业领域视角上讲，涉及：移动计算，无线计算，移动商务与无线计算系统。
为读者理解移动商务与无线计算领域中所应用的设备、技术和系统提供了整体框架。
对移动商务与无线计算系统的清晰、集成化理解是建立在对于网络化商业系统活动中的移动设备、技术和系统的深入理解基础之上的。
贯穿全书的有各种规模的案例研究，鼓励读者通过自身研究完成这些报告，并用扩展的知识框架来评价问题。
各章含有活动练习和习题来巩固学生所学概念、知识集、技术和系统，以期提高未来工作效率和实效性。
《移动商务与无线计算系统（影印版）》适用于高等院校计算机及相关专业本科高年级或研究生的移动计算、移动商务以及无线通信系统类课程，对从事无线网络、移动技术以及移动商业应用的专业人员也有很好的参考价值。

第一图书网, tushu007.com

<<移动商务与无线计算系统>>

书籍目录

PrefaceAcknowledgements1 Mobile commerce (M-commerce): definitionsand context1.1 Defining M-commerce1.2 A short history of wireless computing1.2.1 First generation wireless communication1.2.2 Second generation wireless communication1.2.3 Third generation wireless communication1.3 Diffusion of M-commerce innovation1.4 Obstacles to M-commerce1.5 The Mobile Internet and mobile information assets1.6 The untethered Mobile Internet1.7 M-commerce versus E-commerce1.8 The wireless world1.9 Pervasive computing systems, theory and practice1.10 Trends in mobile and pervasive computing1.11 Applications of M-commerce1.12 The trend towards mobile working1.12.1 Wireless telemetry and wireless telematics1.12.2 Tracking and monitoring hte modile wordforce1.12.3 Customer-focused products and services1.13 Effectiveness and efficiency in mobile domains1.14 The M-commerce value chain1.15 Networked wireless business systems1.16 Bluetooth technology1.17 Factors determining M-commerce innovation and adoption in the 21st century1.17.1 Five characteristics of innovation1.17.2 The socio-technical perspective of technology innovation and adoption1.18 ConclusionsShort self-assessment questions and Group activityReferences and Bibliography2 Commercial communications and networks2.1 Introduction2.2 The nature of commercial communication2.3 Communication and language complexity2.4 Information and meaning2.4.1 Information as channel capacity2.4.2 Information as a measure of variety2.4.3 Information as a means of reducing uncertainty2.4.4 Information as a measure of an agent's ability to estimate a parameter2.5 Data and knowledge2.6 Shared meaning2.7 Communication and information theory2.7.1 Source2.7.2 Transmitter2.7.3 Channel2.7.4 Noise2.7.5 Receiver2.7.6 Destination2.7.7 Channels and transportation2.8 Telecommunications and networks2.9 Media types in telecommunications2.9.1 Bound media2.9.2 Unbound media2.10 Modulation and digitization2.10.1 Modulation2.10.2 Digitization2.11 Communication network infrastructures2.12 Types of channel2.12.1 Circuit switching2.12.2 Packet switching2.12.3 Protocols and protocol stacks2.13 The International Standards Organization reference Model2.13.1 Application Layer2.13.2 Presentation Layer2.13.3 Session Layer2.13.4 Transport Layer2.13.5 Network Layer2.13.6 Data Link Layer2.13.7 Physical Layer2.14 Transport Control Protocol/Internet Protocol (TCP/IP)……3. Wireless protocols: context and usage4. Wireless programming for mobile devices: context and usage5. Operating systems: micro and macro devices6. Personal area and mobile networking7. Wireless applications: push and pull services and products8. Pervasive and embedded mobile systems9. Security in a mobile world10. Enabling the mobile workforce: extending enterpri

第一图书网, tushu007.com

<<移动商务与无线计算系统>>

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:http://www.tushu007.com