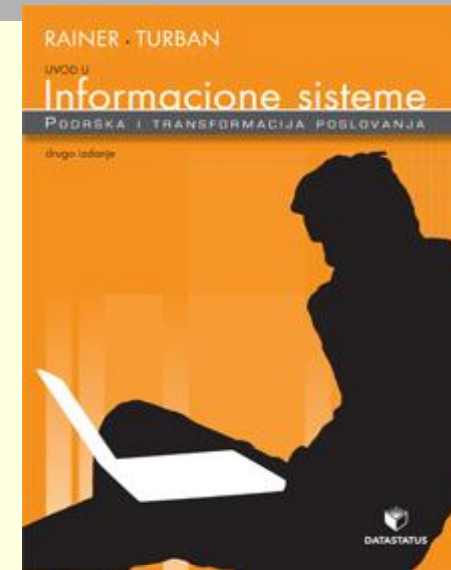


POSLOVNI INFORMACIONI SISTEMI



prof. dr Zlatko Langovi

Poglavlje 5

Primena mreža u poslovanju

Pregled sadržaja poglavlja

5.1 Primena mreža u poslovanju

5.2 Veb 2.0

5.3 E-u enje i u enje na daljinu

5.4 Rad na daljinu

Ciljevi u enja

- Opisati četiri najvažnije primene mreža u poslovanju.
- Opisati različite tehnologije, aplikacije i veb-sajtove koji potpadaju pod okrilje veba 2.0.
- Uočiti razliku između u e-u enja i u enja na daljinu.
- Shvatiti koje su prednosti i nedostaci rada na daljinu za poslodavca i zaposlenog.

Uvodni slučaj



Hannaford Bros. HQ

communications??

↑
communications??



Checking out

comm??



Advertising meats

5.1 Primena mreža u poslovanju

- Istraživanje
- Komunikacije
- Saradnja (kolaboracija)
- Veb-servisi

Istraživanje

Discovery allows users to browse and search data sources, in all topic areas, on the Web.

- Pretraživa
- Metapretraživa
- Istraživanje materijala na stranim jezicima

etiri najveća pretraživača

Google



Yahoo



Microsoft Network



Ask



Ostali zanimljivi pretraživa i

FilesTube

- Search and download files from file sharing and upload sites



GoSasa

- Metasearch engine that finds free online classified ads of all kinds



Zanimljivi pretraživa i (nastavak)

Burrrp

- Urban lifestyle guide will help you find a Thai restaurant in New York or a night spot in Mumbai



WeShow

- Human-powered search engine for finding online video



Zanimljivi pretraživa i (nastavak)

SearchCrystal

Allows you to visualize search results



Gnosh

Metasearch tool that lets you search large media sites as well as social search engines

The logo for Gnosh is the word "gnosh" in a bold, blue, lowercase, sans-serif font.

Metapretraživa i

Surf-Wax



Metacrawler



Mamma



Metapretraživa i (nastavak)

KartOO



Dogpile



Objavljivanje materijala na stranim jezicima

Translation products include:

- Altavista



- Google



- Trados



■ TRADOS

Prevodilac Altavista



The screenshot shows a Windows Internet Explorer browser window with the address bar displaying <http://babelfish.altavista.com/>. The browser's address bar includes navigation buttons (back, forward, stop, refresh) and a search box. The browser's toolbar shows various utility buttons like Google, Bookmarks, and Settings. The main content area of the browser displays the Altavista Babel Fish Translation page. The page features the Altavista logo at the top left, followed by a breadcrumb trail: [Home](#) > [Tools](#) > **Babel Fish Translation**. The main heading is "Babel Fish Translation" with a "Help" link. Below this, there are two primary translation sections: "Translate a block of text" and "Translate a Web page". Each section includes a text input field, a "Select from and to languages" dropdown menu, and a "Translate" button. The "Translate a Web page" section has a URL input field containing "http://". At the bottom of the main content area, there is a promotional message: "Add [Babel Fish Translation](#) to your site." followed by a tip: "Tip: You can now follow links on translated web pages." and a "POWERED BY SYSTRAN" logo. On the right side of the page, there is a "Global Services" section with links to "Calling Cards", "World Travel", "Language School", "Cellular Phones", "Learn Spanish", and "Study Abroad". The footer of the page contains links for "Business Services", "Submit a Site", "About AltaVista", "Privacy Policy", and "Help". The copyright notice at the bottom reads "© 2006 Overture Services, Inc.". The browser's status bar at the bottom shows "Internet" and a zoom level of "100%".

Google Language Tools

The screenshot shows the Google Language Tools page in a Windows Internet Explorer browser window. The address bar displays `http://www.google.com/language_tools`. The page features the Google logo and the title "Language Tools" with an "About Google" link. The main content is divided into two sections: "Search Specific Languages or Countries" and "Translate".

Search Specific Languages or Countries

Search pages written in: any language
Search pages located in: any country
Search for:

Tip: If you typically search only pages in a specific language or languages, you can save this as your default search behavior on the [Preferences](#) page.

Translate

Translate text:

Spanish to English

or

Translate a web page:

Spanish to English

The browser's status bar at the bottom shows "Done" and "Internet" with a 100% zoom level.

Istraživanje (nastavak)

- Portali
- Komercijalni (javni) portali
- Portali prema interesovanju
- Mobilni portali
- Korporativni portali
- Portali specijalizovani za grane privrede

Komercijalni (javni) portali (primer)

The screenshot shows the Yahoo! homepage in a Windows Internet Explorer browser window. The address bar displays the URL <http://www.yahoo.com?rs=1>. The page layout includes a search bar with the Yahoo! logo, navigation tabs for Web, Images, Video, Local, and Shopping, and a "Web Search" button. Below the search bar are links for "My Yahoo!" and "My Mail".

The main content area is divided into several sections:

- Featured:** A section titled "Meet the Sudoku king" featuring a photo of a man wearing headphones. The text reads: "The first-ever U.S. Sudoku champion has been crowned. » How long did he take to finish? • Use search to solve NYT crossword Find ways to cheat at Sudoku". Below this are four smaller featured items: "Who's the first U.S. Sudoku champion?", "Wedding flowers lead to \$400,000 lawsuit", "Halloween gadgets to spook out your house", and "TV's top five stories of the week".
- In the News:** A section with tabs for World, Local, and Finance. It displays a list of news items as of 1:21 p.m. CDT:
 - Wildfire burns church, homes in Malibu | California fires
 - U.S. forces kill 49 in raid on Baghdad's Sadr City
 - Hillary Clinton rejects front-runner label | '08 campaign
 - Cuba holds first local elections without Castro | Key issue
 - Libya's Gaddafi says weak nations need landmines for defense
 - Former POWs struggle with torture debate | Viewpoints
 - Max McGee, hero of first Super Bowl, dies after fall from roof

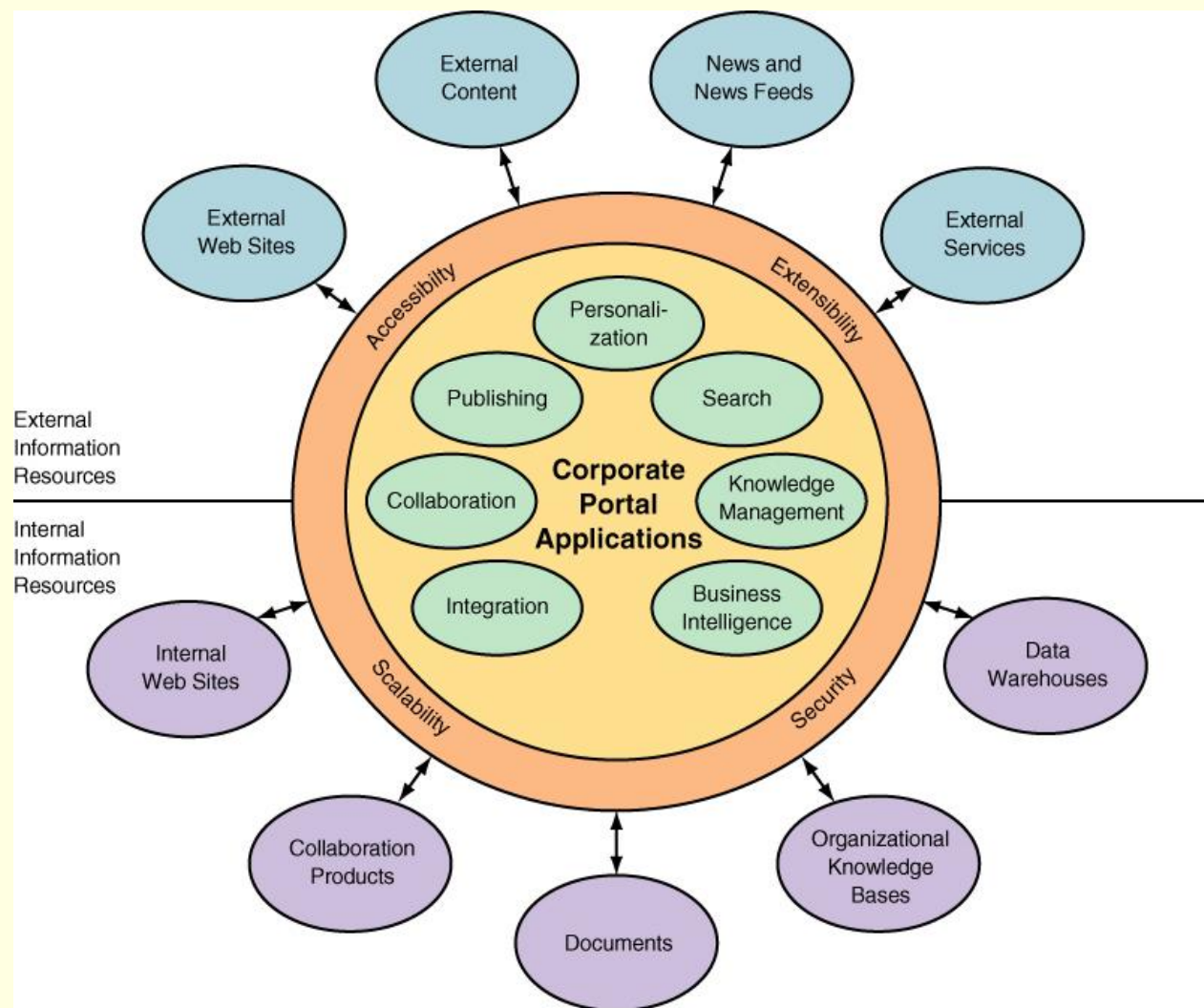
On the right side of the page, there are links for "Check your mail status: Sign In" and "Free mail: Sign Up", along with buttons for Mail, Messenger, Radio, Weather, Local, and Horoscopes. Below these is an advertisement titled "What is Your Credit Score?" featuring TransUnion, Experian, and Equifax. The advertisement shows credit score ranges and indicates the user's current score: TransUnion (640), Experian (635), and Equifax (618). A "Find Out Instantly!" button is also present.

The browser's status bar at the bottom shows "Done" and "Internet" with a 100% zoom level.

Portal prema interesovanju (primer)

The screenshot shows a Windows Internet Explorer browser window displaying the Auburn University Office of Alumni Affairs website. The browser's address bar shows the URL <http://www.aualum.org/>. The website features a blue header with the Auburn University logo and the text "OFFICE OF ALUMNI AFFAIRS" and "ALUM AUBURN ALUMNI ASSOCIATION ...becuse you believe!". A navigation menu includes links for "Alumni", "Membership", "Scholarships", "Clubs", and "Auburn Magazine". The main content area displays a photograph of a group of people holding a large orange banner with the Auburn University logo, captioned "War Eagle Travelers in Alaska". Below this, there are sections for "Latest News" (including "Housel to address Student Alumni Association" and "Auburn University enrollment tops 24,000 students for first time"), "JOIN ONLINE" (with a "2007 Liberty Mutual Coach of the Year" award), and an "ALUM Survey" titled "What makes you feel more connected to Auburn?". The footer of the website includes the Auburn University logo, the ALUM logo, and the text "Aubie, War Eagle VII (Nova), Jordan Hare Stadium, or 'War Eagle!'". The browser's status bar at the bottom shows "Internet" and "100%".

Okvir korporativnog portala



Korporativni portal (primer)

Webtop Applications

- Administration
 - System Logout
 - System Admin
- My eBusiness
 - Catalog Central
 - Catalog Admin
 - Site Ads Manager
- My Groupware
 - Help Publisher
 - Workflow Manager
 - Events Publisher
 - Events Calendar
 - List Manager
 - Contact Manager
 - Newsletter Mgr
 - Office Appt. Mgt.
 - Task Manager
 - Web Forum
- My Productivity
 - Content Manager
 - Content Directory
 - Vendor Manager
 - Customer Manager
 - Support Desk
 - Time Tracker
 - Web URL Manager
- My Financial
 - Sales Order Mgr
 - Billing Manager
 - PO Manager
 - Expense Manager
- My Utilities
 - System Stats
 - Site Page Stats
 - Julian Date Calc
 - Mortgage Calc
 - Html Doc Creator

EVE iPortal Administration Control Panel
EVE iSystem L04 02000-2002 By X-tier.Com Inc.


General System Information

 EVE™ iPortal
Evolution 4.0.0
XIERE Build 4.2.1
General License #78609625
Licensed & Copyright ©2000-2005
by X-tier SAE Inc.

X-tier Customer Care: 1-888-851-8661

Functional Since: 9/10/2003 3:06:38 AM
Address (URL): http://www.x-tier.net
General Email: info@x-tier.net
Space Usage: 109.39 MB of 20 MB allowed. (89.39 MB over quota)
Datastore Size: 79.44 MB allocated.
EVE's Evelet Registry: -Click Here -

Evelet Licensing: Please remember any subscription to a fee-based Evelet for more than 48 hours will be invoiced for the entire month.

 Add/Remove Subscribers	 Add/Remove Modules	 Add/Remove Groups
 Add/Remove eMedia	 Answer Post Feedback	 Add/Remove Forms
 Add/Remove Links	 Add/Remove Looks	 Add/Remove Services
 Initiate Email Campaign	 Add/Remove Files	 Add/Remove Trusts
 Adjust Security Mode	 Adjust Security Monitoring	 Add/Remove Agents
 Add/Remove Feeds	 Add/Remove Actions	 Add/Remove Settings

Privacy Terms Of Use

Korporativni portal (primer)

New Order Volume


Date	Volume (M)
01/01/2007	6.0
01/02/2007	8.5
01/03/2007	8.0
01/04/2007	9.5
01/05/2007	9.0
01/06/2007	7.5
01/07/2007	7.0
01/08/2007	9.0
01/09/2007	9.5
01/10/2007	1.0
12/31/2006	6.0

Corporate News

New CFO appointed

Toaster Inc. is pleased to announce the appointment of Enrico Franconi as its new Chief Financial Officer. Mr. Franconi began his duties on April 8, 2006.

Prior to this, Mr. Franconi has held diverse CFO roles for Sanoma Industries, VNU and Shell International and notes, "I think it's incredibly interesting to work for a company that is not only in continuous development, but also constantly adapting as a service provider—and taking advantage of new opportunities arising in the field of e-distribution."



After studying business economics and information management at the University of Groningen in the Netherlands, Mr. de Franconi began his career in 1979 at Shell International where he served in various financial management positions for Shell Chemicals, the Nederlandse Aardolie Maatschappij (NAM) and Brunei Shell. Between 1990 and 1999, Mr. Franconi was the finance manager for Shell's Exploration and Production Ventures in Burma, Russia, Kazakhstan and Peru. In 1999, he moved to the Dutch industry conglomerate, VNU, where he was closely involved in the respective sales of VNU's magazines to Wegener NV and newspaper divisions to Sanoma, the Finnish electronics concern.

Portal Applications

- Employee Directory
- WebMail
- Contacts
- Organization Units
- Calendar & Tasks
- eMail Templates

New & Updated

- Employee Performance Review**
Employee Performance Evaluation and Status Reports more...
- Employee Warning Notice**
Warning of employees misdoings more...
- Training budget**
The Training Budget template records quarterly training costs, calculates total training costs for the year, and compares the training costs to the... more...
- Peer Review**

My Workflow Tasks

Task Id	Type	State	Caption	Received
1010541	Leave Requests	Accepted	My Christmas Vacation	1/4/2007 11:02:02 PM
1011378	Leave Requests	Information	Sick	12/20/2006 4:44:15 PM
1011379	Leave Requests	Information	leave	12/19/2006 4:49:19 AM
1011233	Leave Requests	Information	leave for a day	12/5/2006 11:42:28 PM
1011230	Leave Requests	Information	leave for 2 days	12/5/2006 6:33:40 AM
1010501	Leave Requests	Information	Sabir Awan	10/9/2006 3:04:02 PM
1010325	Leave Requests	Information	Curso de Informatica	9/23/2006 11:00:14 PM

Calendar

January 2007 | 2. Week Of January 7, 2007

Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	7 Jan 2007	123 (*)
31	1	2	3	4	5	6	Mon	8 Jan 2007	123 (*)
7	8	9	10	11	12	13	Tue	9 Jan 2007	123 (*)
14	15	16	17	18	19	20	Wed	10 Jan 2007	123 (*)
21	22	23	24	25	26	27	Thu	11 Jan 2007	EXPIRED (*) 123 (*)
28	29	30	31	1	2	3	Fri	12 Jan 2007	123 (*)
							Sat	13 Jan 2007	123 (*)

Offline Info

[Learn How](#) to Use Adenine Offline!

[Synchronize](#) (recommended)

Updated Yesterday at 9 AM
3 modified offline items

[Work Offline](#) [Configure](#)

My Applications

- Recruiting: Leave Request
- Recruiting Manager: Job Candidate Tracker
- Recruiting Manager: Recruiting Requisitions
- Order Entry
- Requirements Manager

Start New Workflow

- Leave Request

Portali specijalizovani za grane privrede (primer)

The screenshot shows the Truck.Net website in a Windows Internet Explorer browser window. The browser's address bar displays "http://www.truck.net/". The website's header features the "TRUCK NET" logo with the tagline "The Next Evolution in Trucking" and a red banner with the text "We think you should get paid what you deserve. Period." and a "HeartLand Express" logo. Below the header is a navigation menu with links for Home, Trucking Jobs, PodCasts, Blogs, Loads, RoundTable, Classifieds, and News. The main content area is titled "Home" and contains a large banner with the same "We think you should get paid what you deserve. Period." text and a "Click to visit Heartland Express" button. The page is organized into several columns: "Associations" (DOT, Trucking Associations, State/Province Associations, Non-Profit Organizations), "Electronics" (Wireless Technology, Tracking, 2-Way Radios, Radio Receivers, On Board Computers, Inventory Control, Miscellaneous, Antenna and Amps, Collision Avoidance, On-Board Scales), "Companies" (Truck.Net Clients, Trucking Companies Online, OEM Truck Companies, OEM Trailer Companies, Engine Manufacturers, 800 Directory, Career Profiles, Hazmat Carriers, Moving Companies), "Community" (Personal Webpages, Trucking), "Trucking Software" (Document Management, Log), "Education & Safety" (Truck Driving Schools), and "Latest News" (Oct 20, 2007 Local News (The Sudbury Star), Category: General, It may be that Donald Dean and an accomplice broke into a trucking company's facilities in the city's south end last May, but more than suspicion is needed to convict him, a judge ruled Friday. [more...]). The right sidebar contains advertisements for "JEVIC", "To Apply Online", "Seasonal Driver Jobs" (www.upsjobs.com), "Dedicated to professional truckers", "TRANSCORE Fuel Card", and "Of Blue USA". The browser's status bar at the bottom shows the URL "http://adserve.truck.net/www/delivery/ck.php?n=ae5256ad" and the page zoom level at 100%.

Komunikacija

- Elektronska pošta (e-pošta)
- Centri za pružanje informacija zasnovani na webu (customer call center)
- Elektronske pri aonice

Elektronska pošta



Call centri



Call centar u Sjedinjenim
Ameri kim državama



Call centar u Indiji

Elektronska pri aonica

The screenshot shows the Yahoo! Messenger website in a Windows Internet Explorer browser window. The browser's address bar displays the URL <http://messenger.yahoo.com/chat.php>. The page features the Yahoo! Messenger logo and navigation links such as "Download", "Features", "IMVironments", "Mobile", "Voice", "For New Users", "Messenger for the Web", and "Blog". A central promotional banner encourages users to "Chat with friends using the all new Yahoo! Messenger" and includes a "Get Started" button. Below this, there are sections for "Make Cheap PC-to-Phone Calls*" and "New Messenger for the Web".

Chat with friends using the all new Yahoo! Messenger

- Chat one-on-one with friends or [join chat rooms](#)
- Take chats to the next level with free PC-to-PC calls
- Express yourself with Emoticons, Avatars, Audibles

[Tips for chatting safely](#)

Plus IM with **Windows Live™ Messenger** friends, share files up to **1GB**, and enjoy the best **IM** experience on the net.

Make Cheap PC-to-Phone Calls*

Make free worldwide PC-to-PC calls. Plus call regular or mobile phones in the U.S. and worldwide for as low as 1¢/min.

[Find out more](#)

Sample Rates*

U.S.	1¢/min	Canada	1¢/min	Beijing	1.5¢/min
London	1¢/min	Madrid	1.5¢/min	Mexico City	1.9¢/min

New Messenger for the Web

IM from any web browser - no download required.

[Find out more](#)

Coming soon: Messenger for Windows Vista

Check out the upcoming Yahoo! Messenger built for the new Microsoft Windows Vista operating system.

Glasovna komunikacija

Dva primera internet telefonije (VoIP)

Skype



Vonage



Saradnja (kolaboracija)

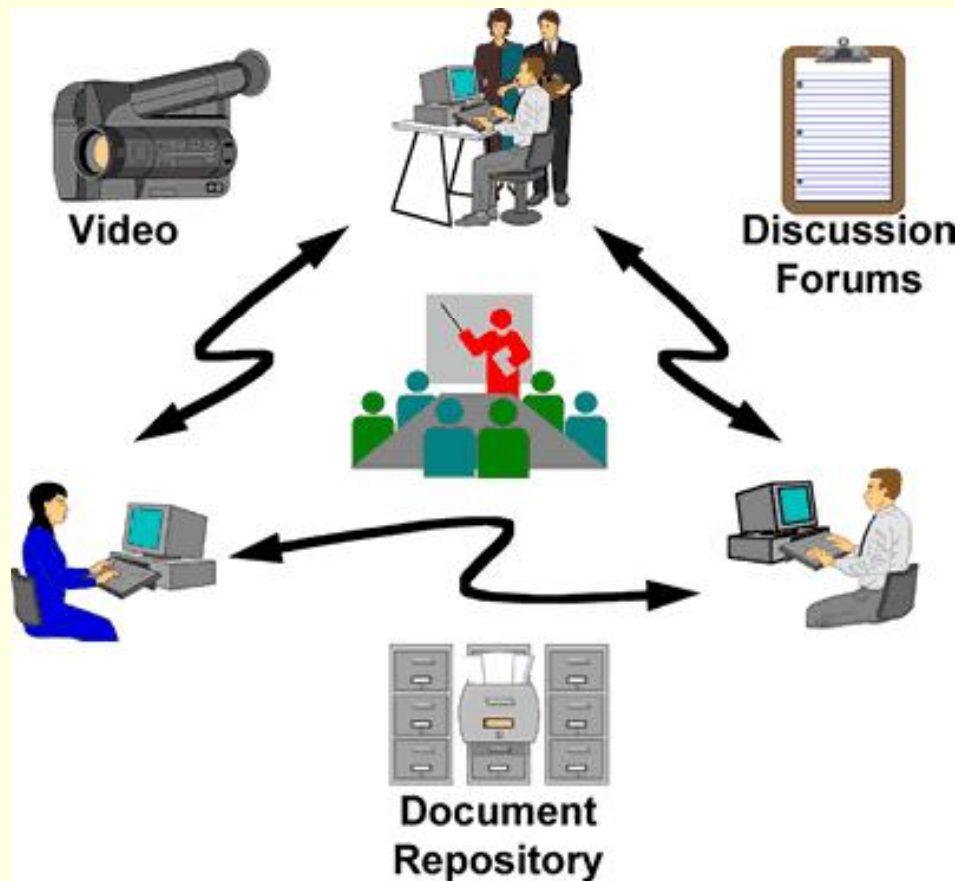
Saradnja (kolaboracija) podrazumeva da dva ili više entiteta (pojedinka, tima, grupe ili organizacije) rade zajedno da izvrše određene zadatke.

- Radna grupa
- Virtuelna grupa (tim)

Saradnja (kolaboracija) (nastavak)

- Virtuelna saradnja
- Sistemi za podršku radnim procesima
- Softver za podršku grupnom radu
- Telekonferencija
- Videokonferencija
- Veb-konferencija
- Alati za saradnju u realnom vremenu

Sistemi za podršku radnim procesima i tehnologije softvera za podršku grupnom radu



Sistemi teleprisustva



Leading Telepresence Systems

Cisco Telepresence 3000



Leading Telepresence Systems (continued)

Hewlett-Packard Halo System



Leading Telepresence Systems (continued)

Polycom HDX 9000



Elektronske školske table



5.2 Veb 2.0

Veb 2.0 je labavo vezan skup informacionih tehnologija i aplikacija i veb-sajtova koji ih koriste.



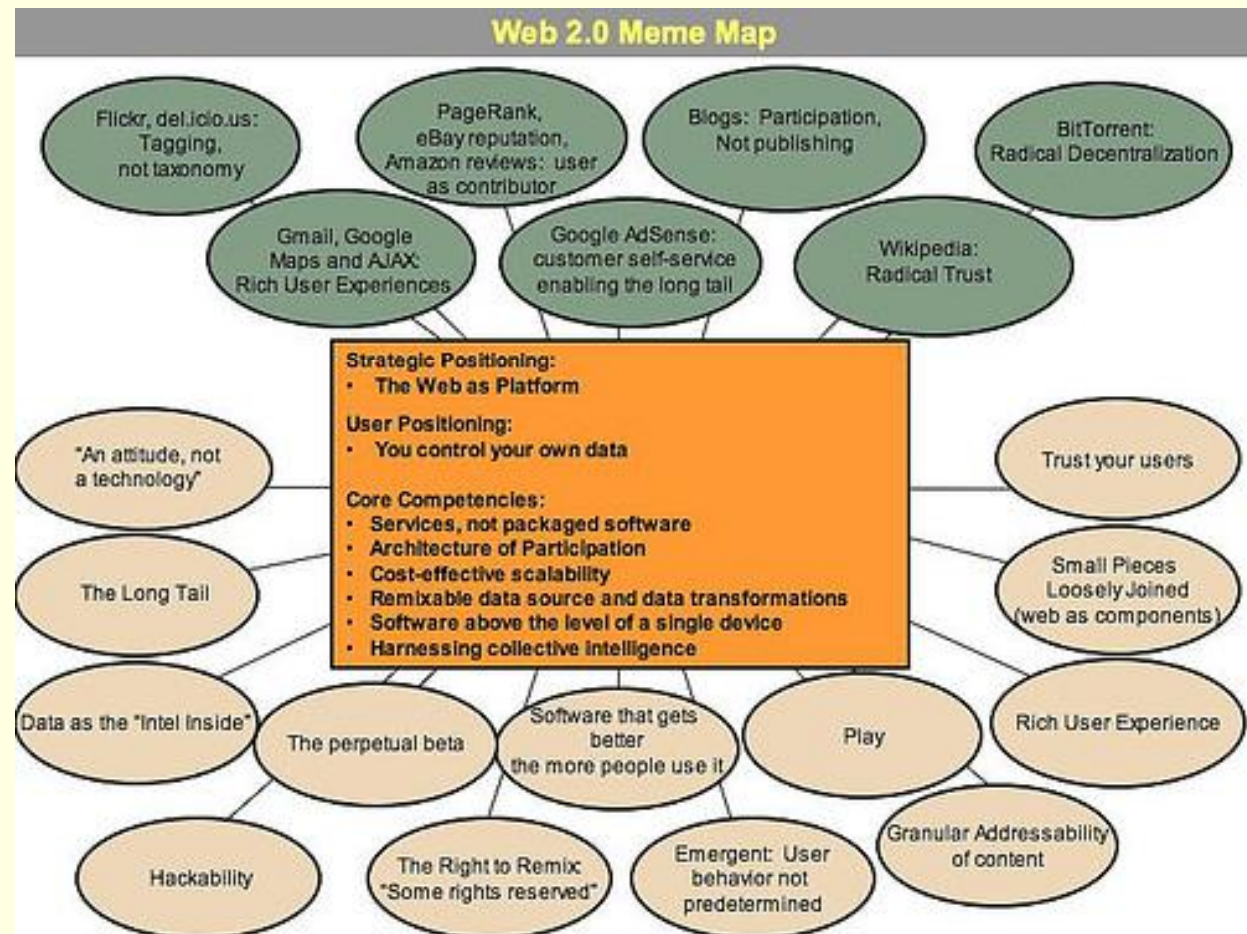
Most Common Web 2.0 Memes



Tim O'Reilly's Web 2.0 Meme Map

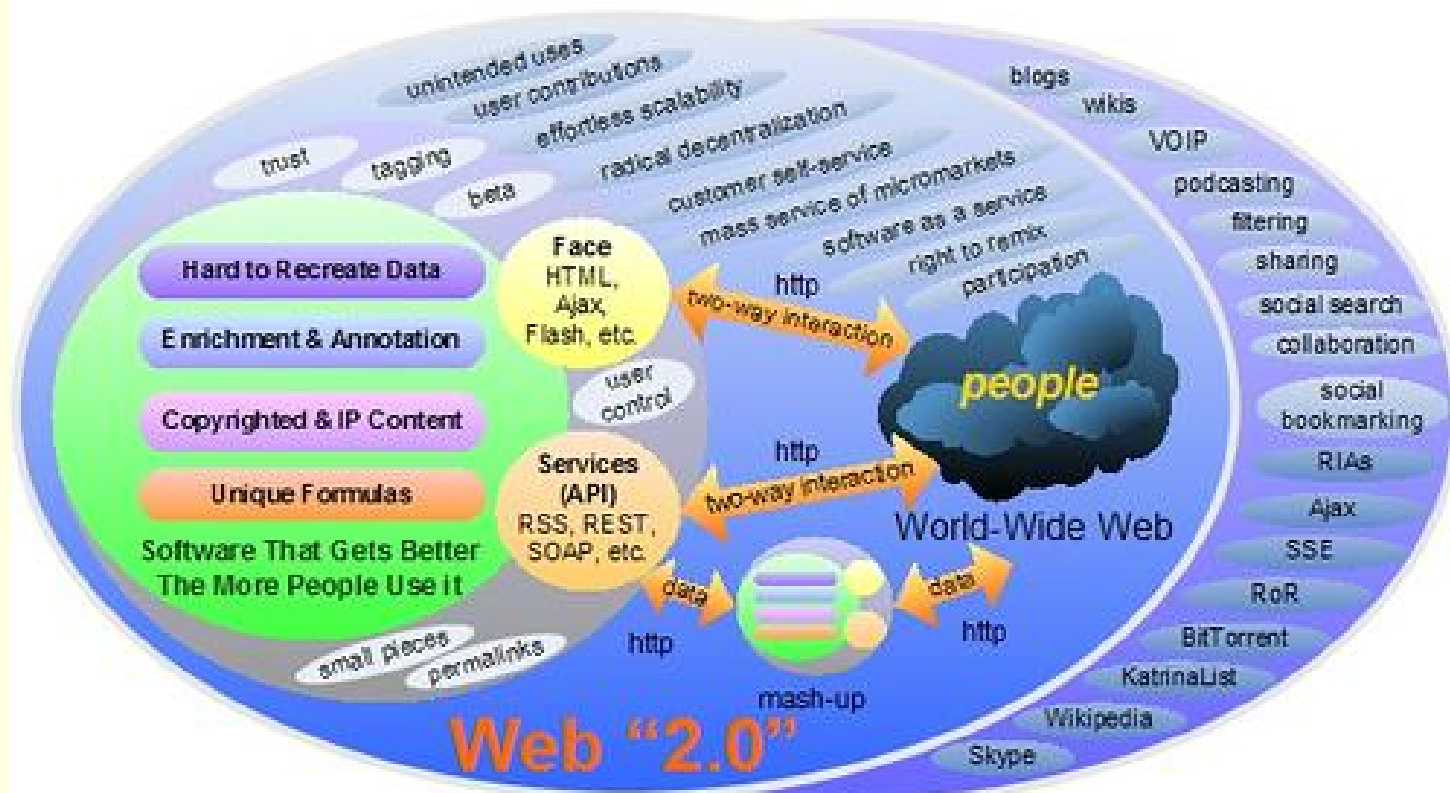


COURTESY: O'REILLY MEDIA



Web 2.0 (nastavak)

Elements of the Web's Next Generation



Source: <http://web2.wsj2.com>

Web 2.0 (nastavak)

A look at some of the many Web 2.0 sites



Informacione tehnologije i aplikacije veba 2.0

AJAX



Ozna avanje

Blogovi i blogovanje

A list of most
“linked-to” [blogs](#)



Primer označavanja

Signed in as Frank [Account](#) [Favorites](#) [Watchlist](#) [Blogs](#) [Profile](#) [Help](#) [About](#) [Sign Out](#)

Technorati™ [Search](#) [Tags](#) [Blog Finder](#) [Explore](#)

What's this? This page shows the most recent posts from your favorite blogs. Add blogs by entering URLs, or clicking the star in any search result. [More Favorites Help »](#)

Add a Favorite
URL:
Tags:

My Favorites
New tagging feature

Search My Favorites

Posts from Favorites **Blogs from Favorites** [OPML](#) Download OPML

Blogs from My 50 favorites by freshness ▼

Search Engine Watch Blog by **Danny Sullivan**
32 minutes ago
Provides constant updates of the latest search engine marketing and other search news from Search Engine Watch and across the web.
<http://blog.searchenginewatch.com/blog>
12,36 links from 3,165 blogs

gapingvoid by **Hugh MacLeod**
1 hour ago
hugh "cartoons drawn on the back of business cards" macleod is a creative director who writes about the new grim realities of advertising and marketing.
<http://www.gapingvoid.com>
6,817 links from 2,554 blogs

Frank's Favorites Tagged:

blogging	1
blogosphere	1
business	1
frankgruber	1
marketing	1
somewhatfrank	1
tech	1
techcrunch	1
technology	1
web2.0	1

New Tab (used to be shown in right rail)

Informacione tehnologije i aplikacije veba 2.0 (nastavak)

Vikiji

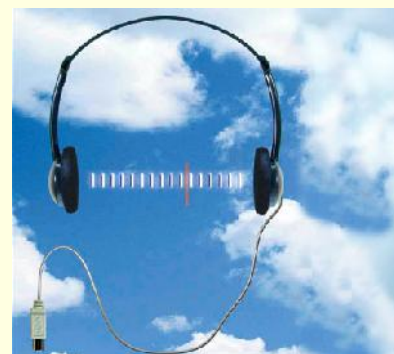


Wikis used in business

Really Simple Syndication (RSS)



Potkasti i videokasti



Kategorije veb-sajtova 2.0

Sajtovi socijalnog umrežavanja

Agregatori

Mešapi (Mashups)

Sajtovi socijalnog umrežavanja



facebook



myspace
.com



Linked in™



KIVA.ORG
loans that change lives



TagWorld



twitter



last.fm™
the social music revolution

More Social Networking Sites

Check out this BusinessWeek [slideshow](#)

Radar Networks has developed Twine, which claims to be the first Web 3.0 social networking site



Aggregatori



Mešapi (SkiBonk)

Ski Bonk - Ski Resorts, Live Weather Conditions, and more on a Google Map - Windows Internet Explorer

http://www.skiBonk.com/ski/index.jsp?where=Crested+Butte%2C+Colorado%2C+US&name=&_booleanHelper_onlyOpenR

Google "bloglines logo" Go

Ski Bonk - Ski Resorts, Live Weather Conditions, and ...

about mobile contact addToYourSite

SKIBONK beta

NEW! Click icon for YouTube Videos! Also try: [Golf Bonk](#) or [Weather Bonk](#)

Location: Crested Butte, Colorado, tahoe, colorado, or france
 Name Contains: Only Operating Resorts go

Map Satellite Hybrid

Popular Searches: [Tahoe](#) [Colorado](#) [Denver](#) [BC](#) [France](#) [Utah](#)

Latest Comments: [Centennial Park](#) [Crans-Montana](#) [Thyon \(3/5\)](#)

Snow Overlay:

Ski Resorts: show: Conditions [new](#)

Too many locations to display. Zoom in to see more.

Name	Lift	Runs	Conditions	Base
Pine Creek	n/a	n/a	n/a	n/a"
Snowshoe Hollow	n/a	n/a	n/a	n/a"
Ski Hesperus	n/a	n/a	n/a	n/a"
Howelsen Hill	n/a	n/a	n/a	n/a"
Kendall Mountain	n/a	n/a	n/a	n/a"
Echo Mountain Park	n/a	n/a	n/a	n/a"
Arapahoe Basin	1	1	Packed powder Grooming: Yes	18-18"
Loveland	1	1	Packed powder Grooming: Yes	18-18"
Pebble Creek	0	0	Plan to Open N/A	0-0"
Aspen Mountain	0	0	Opens 11/22	0-0"
Aspen Highlands	0	0	Opens 12/08	0-0"
Beaver Creek	0	0	Opens 11/21	0-0"
Breckenridge	0	0	Opens 11/08	0-0"

Done

Internet 100%

Mešapi (HealthMap)

The screenshot displays the HealthMap website interface within a Windows Internet Explorer browser. The browser's address bar shows the URL <http://www.healthmap.org/en>. The page title is "HealthMap | Global disease alert map".

The main content area features a blue header with the text "HealthMap" and "Global disease alert map". To the right of the header, it identifies the organization as the "Children's Hospital Informatics Program" and "Harvard-MIT Division of Health Sciences & Technology". It also provides language options: "English" and "Español", along with an "About" link.

Below the header, there are navigation tabs for "Zoom to: N. America", "S. America", "Europe", "Africa", "Mideast", "Asia", "Australia", and "World". A "Full Screen" button is also present. The map itself is a satellite-style world map with numerous yellow and orange triangular markers indicating disease alerts across various countries. The map includes a zoom control on the left and a legend at the top right with options for "Map", "Satellite", and "Hybrid".

On the left side of the map, there are two main filter panels:

- Feeds:** A list of data sources with checkboxes, including ProMED Mail, World Health Organization, EuroSurveillance, Google News, and Moreover.
- Diseases, last 30 days:** A list of diseases with their respective counts and checkboxes. The diseases listed are: Dengue Fever (75), Cholera (72), Avian Influenza (53), Bluetongue (43), Salmonella (31), E. coli (30), West Nile Virus (29), Diarrhea (26), and Tuberculosis (26).

At the bottom left, there is a section for "Alerts by country" with a "Zoom to country:" input field.

The browser's status bar at the bottom shows "Done", "Internet", and a zoom level of "100%".

Mešapi (ChicagoCrime)

Gambling / Bookmaking / horses | chicagocrime.org - Windows Internet Explorer

http://www.chicagocrime.org/types/gambling/351/

Google "bloglines logo" Go 14 blocked Check AutoLink AutoFill Send to bloglines logo Settings

Gambling / Bookmaking / horses | chicagocrime.org


CHICAGOCRIME.ORG AV 4200 N A freely browsable database of crimes reported in Chicago.

Browse by: Crime type · Street · Date · Police district · ZIP code · Ward · Location · Route · City map Search: GO

Gambling / Bookmaking / horses

Latest reported crimes

- SEPT. 8 [HN578068](#)
10:10 p.m. 9100 block S. Woodlawn Ave. [Apartment](#)
- JUNE 23 [HN422827](#)
12:17 a.m. 0 block N. Central Ave. [Apartment](#)
- JUNE 12 [HM410956](#)
9 p.m. 5700 block W. Erie St. [Alley](#)
- NOV. 12 [HL731218](#)
1:15 p.m. 6900 block W. North Ave. [Street](#)



Map Satellite Hybrid

Crime classifications key

- Society - 4 crimes
- Society (domestic) - 0 crimes

Done Internet 100%

More Mashups

Check out this *BusinessWeek* [slideshow](#)

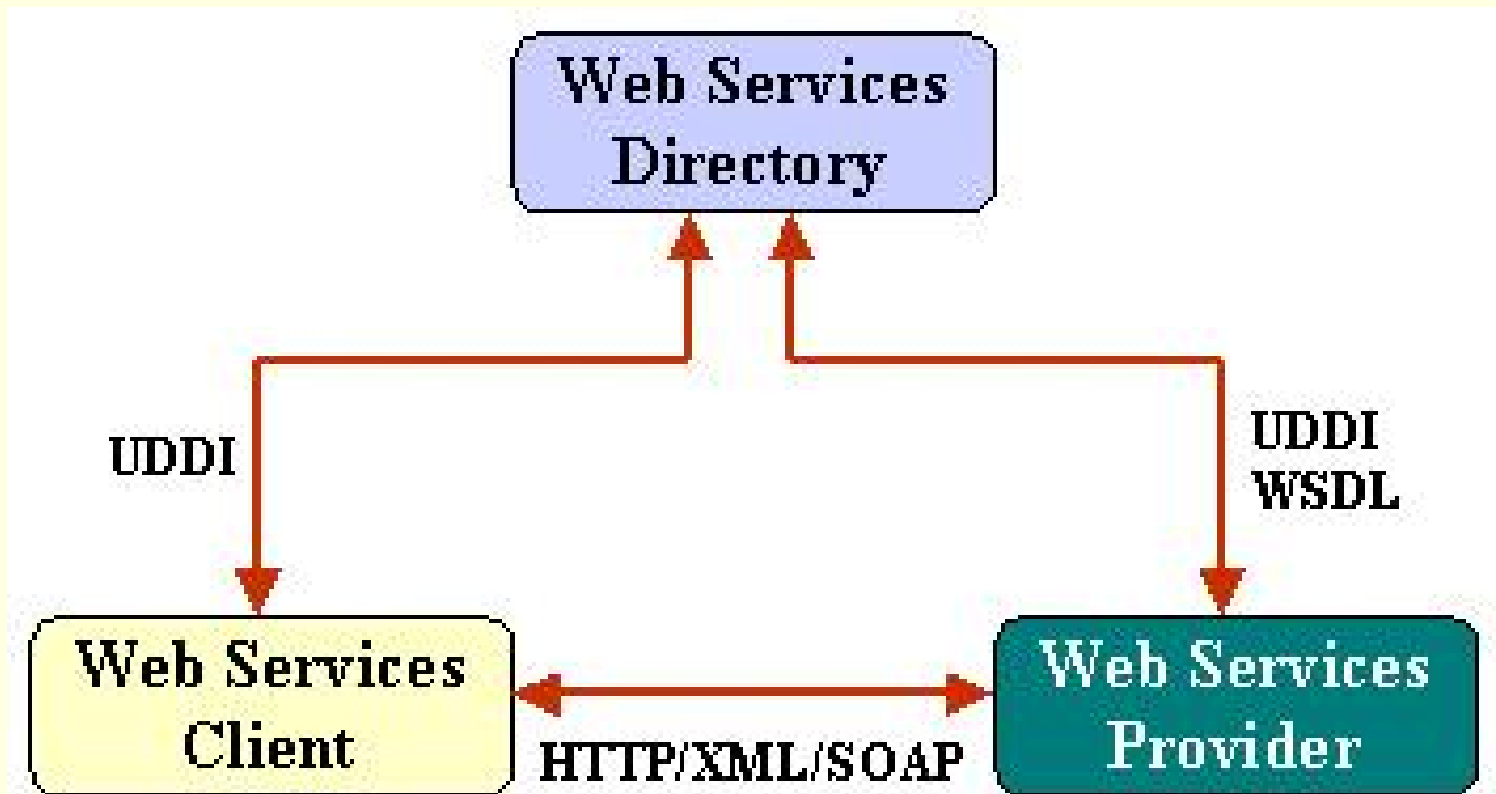
Veb-servisi i arhitektura orijentisana ka uslugama

- **Veb-servisi** su programi kojima se pristupa putem interneta koje korisnik može izabrati i kombinovati pomoću u bilo kojeg uređaja, od personalnog računara do mobilnog telefona.
- **Servisno orijentisana arhitektura** je arhitektura IT koja omogućava da se kreiraju poslovne aplikacije korišćenjem veb-servisa.

etiri protokola veb-servisa

- Extensible Markup Language (XML)
- Simple Object Access Protocol (SOAP)
- Web Services Description Language (WSDL)
- Universal Description, Discovery, and Integration (UDDI)

Web Services Architecture



Vidžeti

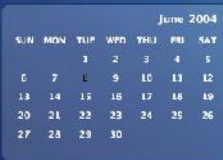
Time widget



Weather widget

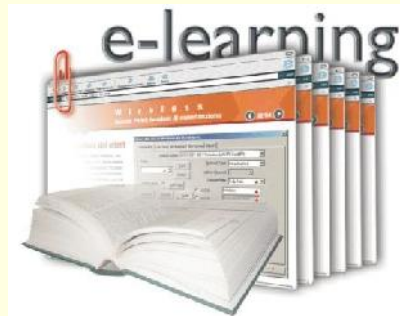


Date widget



E-u enje i u enje na daljinu

E-u enje



U enje na daljinu



Prednosti e-u enja

- Self-paced learning increases content retention.
- Online materials deliver high-quality, current content.
- Students have the flexibility of learning from any place at any time at their own pace.
- Learning time generally is shorter, and more people can be trained due to faster training time.
- Training costs can be reduced.

Nedostaci e-učenja

- Instructors may need training to be able to teach electronically.
- The purchase of additional multimedia equipment may be necessary.
- Students must be computer literate and may miss the face-to-face interaction with instructors.
- There are issues with assessing students' work, as instructors really do not know who completed assignments.

Virtuelni univerziteti (primer)



5.4 Rad na daljinu

Rad na daljinu allows workers to work anytime and anyplace.

Prednosti rada na daljinu

■ **Za zaposlene**

- Smanjuje stres i poboljšava porodi ni život
- Mogu nost zaposlenja za samohrane roditelje i osobe sa invaliditetom

■ **Za poslodavce**

- Pove ava produktivnost
- Mogu nost zadržavanja stru nog kadra

Nedostaci rada na daljinu

■ **Za zaposlene**

- Osećaj izolovanosti
- Odsustvo radnog okruženja
- Sporo napredovanje u karijeri

■ **Za poslodavce**

- Teško je u nadgledanju posla
- Potencijalne informacije o bezbednosti podataka
- Additional training costs

Da li želite da radite na daljinu?



Završni slujaj

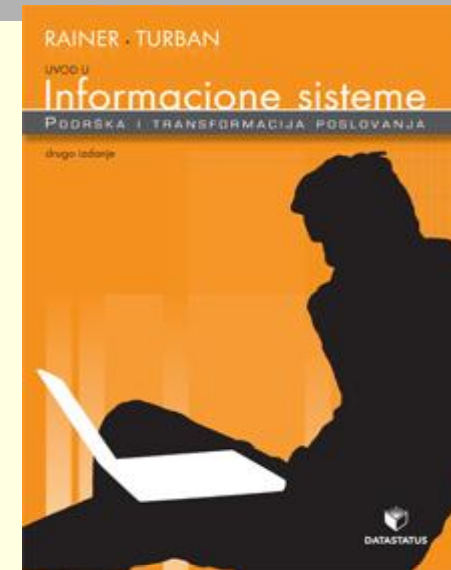


Banknorth



First Vermont Bank, a part
of the TD Banknorth family

POSLOVNI INFORMACIONI SISTEMI



prof. dr Zlatko Langovi

Poglavlje 6

E-poslovanje and e-trgovina

Pregled sadržaja poglavlja

- 6.1 Pregled e-poslovanja i e-trgovine
- 6.2 Elektronska trgovina kompanija potroša u (B2C)
- 6.3 Elektronska trgovina kompanija kompaniji (B2B)
- 6.4 Elektronsko plaćanje
- 6.5 Etička i pravna pitanja u e-poslovanju

Ciljevi učenja

- Opisati elektronsku trgovinu, njen obim, prednosti, ograničenja i tipove.
- Napravite razliku između u potpunosti i delimično elektronske trgovine.
- Shvatite osnove on-lajn aukcija.

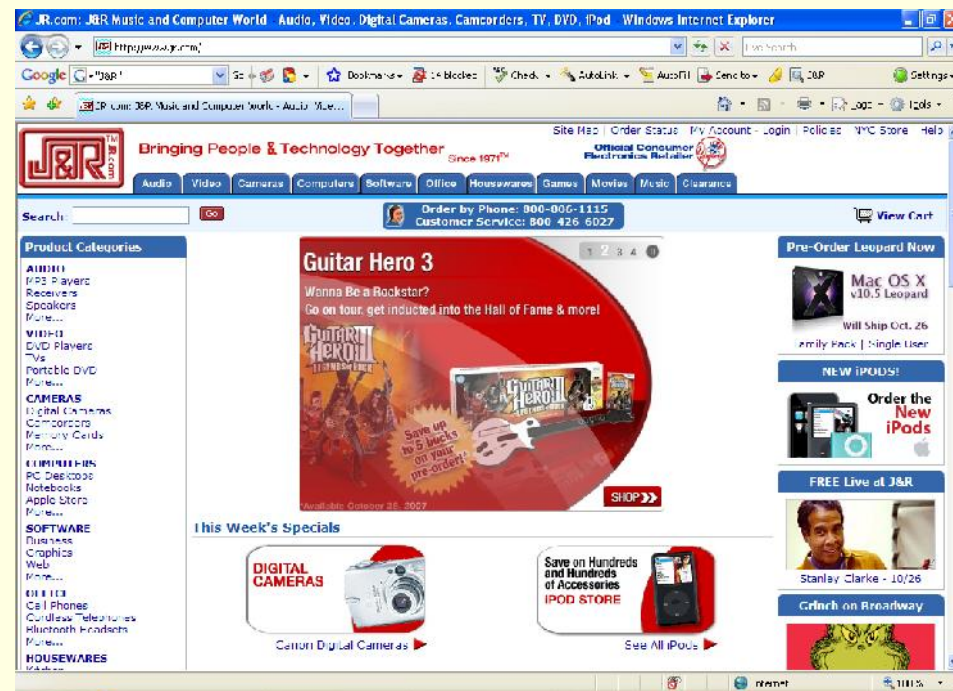
Ciljevi učenja (nastavak)

- Napravite razliku između u elektronske trgovine kompanija potrošača u, kompanija kompaniji, potrošača potrošača u, kompanija zaposlenom i vlada građanima.
- Opisati glavne servise za podršku e-trgovini, posebno za plaćanje i logistiku.
- Opisati neka etička i pravna pitanja u vezi sa e-poslovanjem.

Uvodni slujaj



Storefront in NYC



J&R Web site

6.1 Pregled

Elektronska trgovina (E-Commerce, EC)

E-poslovanje

Pregled (nastavak)

- **ista** i **delimi na** elektronska trgovina zavise od stepena digitalizacije.
 - isto fizi ka organizacija
 - Virtuelna organizacija
 - Organizacije koje posluju fizi ki i virtuelno

FreshDirect (Primer iz prakse 6.1)

The following slides give you a look at FreshDirect, which is a partial EC, or clicks-and-mortar company.



SEARCH

FIND



VIEW CART



CHECK OUT



DELIVERY INFO



QUICK SHOP



YOUR ACCOUNT



GET HELP

FRUIT • VEGETABLES • MEAT • SEAFOOD • DELI • CHEESE • DAIRY READY TO COOK • HEAT & EAT • BAKERY • CATERING
ORGANIC • LOCAL • KOSHER • OUR PICKS • EASY MEALS COFFEE • GROCERY • HEALTH & BEAUTY • BUY BIG • FROZEN • WINE

ONE OF OUR FAVORITES

PIZZA & SALAD MEAL FOR TWO




Only \$12.49!

[Click here to buy.](#)

“THE CITY’S BEST PRICE PER POUND”

NEW YORK Magazine, Jan. 23-30, 2006




COFFEE BUZZ


Welcome to FreshDirect!

Learn more [About Us](#), or get [Delivery & Pickup Info](#).


PREPARED IN-HOUSE BY OUR CHEFS




[Ready to Cook](#)



[Heat & Eat](#)




[Bakery](#)




[Catering](#)


GREAT FRESH FOOD TREATED WITH LOVE & RESPECT




[Fruit](#)




[Vegetables](#)




[Meat](#)




[Seafood](#)




[Deli](#)




[Cheese](#)




[Dairy](#)



[Organic & All-Natural](#)




[Local Foods](#)



[Kosher](#)

POPULAR BRANDS & EVERYDAY PANTRY NEEDS



SALMON

Wild Alaskan

- [Salmon, Coho](#)
- [Salmon, Coho Fillet](#)
- [Wild King Salmon](#)
- [Fillet, Flash Frozen](#)
- [Wild King Salmon](#)
- [Steak, Flash Frozen](#)

Irish Organic

- [Organic Salmon](#)
- [Fillet Value Pack](#)
- [Salmon, Farm-Raised, Organic](#)
- [Salmon, Organic](#)
- [Salmon, Organic](#)
- [Farm-Raised Fillet](#)

North Atlantic

- [Salmon, North Atlantic](#)
- [Farm-Raised Salmon, North Atlantic](#)
- [Farm-Raised Fillet Salmon, North Atlantic](#)
- [Farm-Raised Fillet Value Pack](#)
- [Salmon, North Atlantic](#)
- [Farm-Raised Side Salmon, North Atlantic, Boneless](#)
- [Salmon, North Atlantic, Steak](#)

Currently Not Available

- [Salmon, Coho](#)
- [Salmon, Coho Fillet](#)

FARM-RAISED NORTH ATLANTIC WHOLE SALMON

(10 - 12 lb ea)

\$5.99/lb

Please Choose

Preparation

Marinade/Rub (optional)


marinade packed separately and priced per lb of fish

Send Bones

Quantity (fish)

Estimated 9.00 lb **\$53.91**

ADD TO CART 

 **How much should I buy?**
1lb whole fish makes about 1 serving

ALSO AVAILABLE:

- [Steaks](#) · [Whole Side](#) · [Steaks](#) · [Fillets](#) · [Value Pack](#)



About | Nutrition

Ahhh, salmon. With its pastel pink-orange color and its big-flaked, meaty flavor, Atlantic salmon is deservedly one of the most popular fish around. Its medium to high "good fat" (omega-3) level gives it a rich, dense texture that works for almost any cooking method. Great whether cooked through or pink in the middle. We especially love it grilled.

Fish and shellfish contain vital nutrients and Omega-3 fatty acids, which contribute to heart health. [Click here to learn more.](#)

Origin: Canada

How To Cook It

- [Braise](#), [Grill](#), [Poach](#)
- [Smoke](#)

KIDS' MENU



ONE OF OUR FAVORITES

YOUR CART

Subtotal: **\$0.00**



[Check Out](#)

Product Request?

[Click here.](#)

Peak Season: Fall

★ Compare by: [Taste & Price](#) | [Usage](#) ★

You have \$50.00 left.
[See offer details](#)



- [Braeburn](#)
- [Cortland](#)
- [Empire](#)
- [Fuji](#)
- [Gala](#)
- [Golden Delicious](#)
- [Granny Smith](#)
- [Jonagold](#)
- [McIntosh](#)
- [Red Delicious](#)
- [Rome](#)

Currently Not Available

- [Crispin](#)
- [Golden Delicious, Bag](#)
- [Jonathan](#)
- [Lady](#)
- [Macoun](#)
- [Pippin](#)
- [Red Delicious, Bag](#)



[Braeburn](#)
\$1.29/lb



[Cortland](#)
\$1.49/lb



[Empire](#)
\$1.29/lb



[Fuji](#)
\$1.49/lb



[Gala](#)
\$1.29/lb



[Golden Delicious](#)
\$0.89/lb



[Granny Smith](#)
\$1.29/lb



[Jonagold](#)
\$0.99/lb



[McIntosh](#)
\$1.29/lb



[Red Delicious](#)
\$0.99/lb



[Rome](#)
\$0.99/lb

Rome Apple

YOUR CART
Est. Total: **\$0.00**



[Check Out](#)

Product Request?
[Click here.](#)

CURRENTLY NOT AVAILABLE





SEARCH

FIND



VIEW CART



CHECK OUT



DELIVERY INFO



QUICK SHOP



YOUR ACCOUNT



GET HELP

FRUIT • VEGETABLES • MEAT • SEAFOOD • DELI • CHEESE • DAIRY READY TO COOK • HEAT & EAT • BAKERY • CATERING
 ORGANIC • LOCAL • KOSHER • OUR PICKS • EASY MEALS COFFEE • GROCERY • HEALTH & BEAUTY • BUY BIG • FROZEN • WINE

FRUIT

- [Apples](#)
- [Berries & Cherries](#)
- [Nectarines](#)
- [Tropical & Specialty](#)
- [Cut Fruit & Fruit Salad](#)
- [Apricots](#)
- [Citrus](#)
- [Peaches](#)
- [Red Jacket Orchards](#)
- [Seasonal Guide](#)
- [Avocados](#)
- [Grapes](#)
- [Pears](#)
- [Gift Boxes](#)
- [Fresh-Squeezed Juice](#)
- [Bananas](#)
- [Melons](#)
- [Plums](#)
- [Dried Fruit & Nuts](#)
- [Value Packs](#)

APPLES

Sweet, Crispy Apples

★ Compare by: Taste & Price | [Usage](#) | [\(Unsort\)](#) ★

Variety	- Sweet +	- Tart +	- Crisp +	Price
Apples:				
Gala Apples	●●●●●	●●●○○	●●●○○	\$4.49/4pk
Red Delicious Apples	●●●●●	●●○○○	●●●○○	\$3.99/4pk
Red Jacket Orchards Empire Apples	●●●●●	●●●○○	●●●○○	Not Available
Crispin Apples	●●●●○	●●●○○	●●●○○	Not Available
Fuji Apples	●●●●○	●●●○○	●●●○○	\$4.49/4pk
McIntosh Apples	●●●●○	●●●○○	●●●○○	Not Available
Red Jacket Orchards Crispin Apples	●●●●○	●●●○○	●●●○○	Not Available
Red Jacket Orchards Fuji Apples	●●●●○	●●●○○	●●●○○	Not Available
Red Jacket Orchards Jonagold Apples	●●●●○	●●○○○	●●●○○	Not Available
Red Jacket Orchards Macintosh Apples	●●●●○	●●●○○	●●●○○	Not Available
Cortland Apple	●●●○○	●●●○○	●●○○○	Not Available
Cortland Apples	●●●○○	●●●○○	●●○○○	\$2.79/4pk

- Apples**
- [Apple, Cortland, Red Jacket Orchards](#)
 - [Apple, Ida Red, Red Jacket Orchards](#)
 - [Apple, Stayman, Red Jacket Orchards](#)
 - [Apples, Breaburn](#)
 - [Apples, Cortland](#)
 - [Apples, Fuji](#)
 - [Apples, Gala](#)
 - [Apples, Golden Delicious](#)
 - [Apples, Granny Smith](#)
 - [Apples, Red Delicious](#)
- Value Packs**
- [Apples, Fuji, Value Pack](#)
 - [Apples, Gala, Value Pack](#)
 - [Apples, Golden Delicious, Value Pack](#)



SEARCH

FIND



VIEW CART



CHECK OUT



DELIVERY INFO



QUICK SHOP



YOUR ACCOUNT



GET HELP

FRUIT • VEGETABLES • MEAT • SEAFOOD • DELI • CHEESE • DAIRY READY TO COOK • HEAT & EAT • BAKERY • CATERING
 ORGANIC • LOCAL • KOSHER • OUR PICKS • EASY MEALS COFFEE • GROCERY • HEALTH & BEAUTY • BUY BIG • FROZEN • WINE

FRUIT

- [Apples](#)
- [Berries & Cherries](#)
- [Nectarines](#)
- [Tropical & Specialty](#)
- [Cut Fruit & Fruit Salad](#)
- [Apricots](#)
- [Citrus](#)
- [Peaches](#)
- [Red Jacket Orchards](#)
- [Seasonal Guide](#)
- [Avocados](#)
- [Grapes](#)
- [Pears](#)
- [Gift Boxes](#)
- [Fresh-Squeezed Juice](#)
- [Bananas](#)
- [Melons](#)
- [Plums](#)
- [Dried Fruit & Nuts](#)
- [Value Packs](#)

APPLES

Apples

- [Apple, Cortland, Red Jacket Orchards](#)
- [Apple, Ida Red, Red Jacket Orchards](#)
- [Apple, Stayman, Red Jacket Orchards](#)
- [Apples, Braeburn](#)
- [Apples, Cortland](#)
- [Apples, Fuji](#)
- [Apples, Gala](#)
- [Apples, Golden Delicious](#)
- [Apples, Granny Smith](#)
- [Apples, Red Delicious](#)

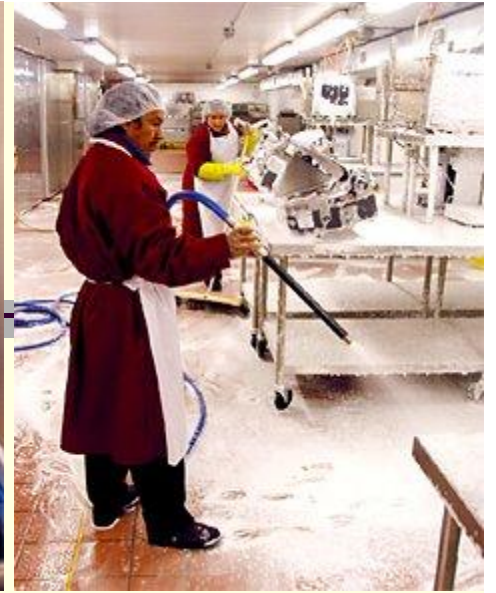
Value Packs

- [Apples, Fuji, Value Pack](#)
- [Apples, Gala, Value Pack](#)
- [Apples, Golden Delicious, Value Pack](#)

Sweet, Crispy Apples

★ Compare by: [Taste & Price](#) | [Usage](#) | [\(Unsort\)](#) ★

Variety	Good for Baking	Good for Sauce	Great for Kids	Price
Apples:				
Braeburn Apple	●	●		Not Available
Braeburn Apples	●	●		\$4.49/4pk
Cortland Apple	●	●		Not Available
Cortland Apples	●	●		\$2.79/4pk
Crispin Apples	●			Not Available
Fuji Apples	●			\$4.49/4pk
Golden Delicious Apples	●		●	\$3.99/4pk
Granny Smith Apples	●			\$4.49/4pk
Red Jacket Orchards Cortland Apples	●	●		\$2.79/4pk
Red Jacket Orchards Crispin Apples	●	●	●	Not Available
Red Jacket Orchards Fuji Apples	●			Not Available
Red Jacket Orchards Golden Delicious Apples	●	●	●	\$2.69/4pk





SEARCH

FIND



VIEW CART



CHECK OUT



QUICK SHOP



YOUR ACCOUNT



GET HELP

FRUIT · VEGETABLES · MEAT · SEAFOOD · DELI · CHEESE · DAIRY · COFFEE · TEA · PASTA · BAKERY · MEALS · GROCERY · FROZEN · SPECIALTY

"I'm putting my money where your mouth is!"

Sign up now!
***See offer details**



JOE FEDELE CEO, FRESHDIRECT
Co-founder of Fairway Uptown

Welcome to FreshDirect!

It's all about the food.

Start saving up to 25% on food shopping every week!

Learn more [About Us](#), or get [Delivery Info](#).

CHOOSE A DEPARTMENT



[Fruit](#)



[Vegetables](#)



[Meat](#)



[Seafood](#)



[Deli](#)



[Cheese](#)



[Dairy](#)



[Coffee](#)



[Tea](#)



[Pasta](#)



[Bakery](#)



[Meals](#)



[Frozen](#)



[Grocery](#)



[Specialty](#)



[Delivery Info](#)

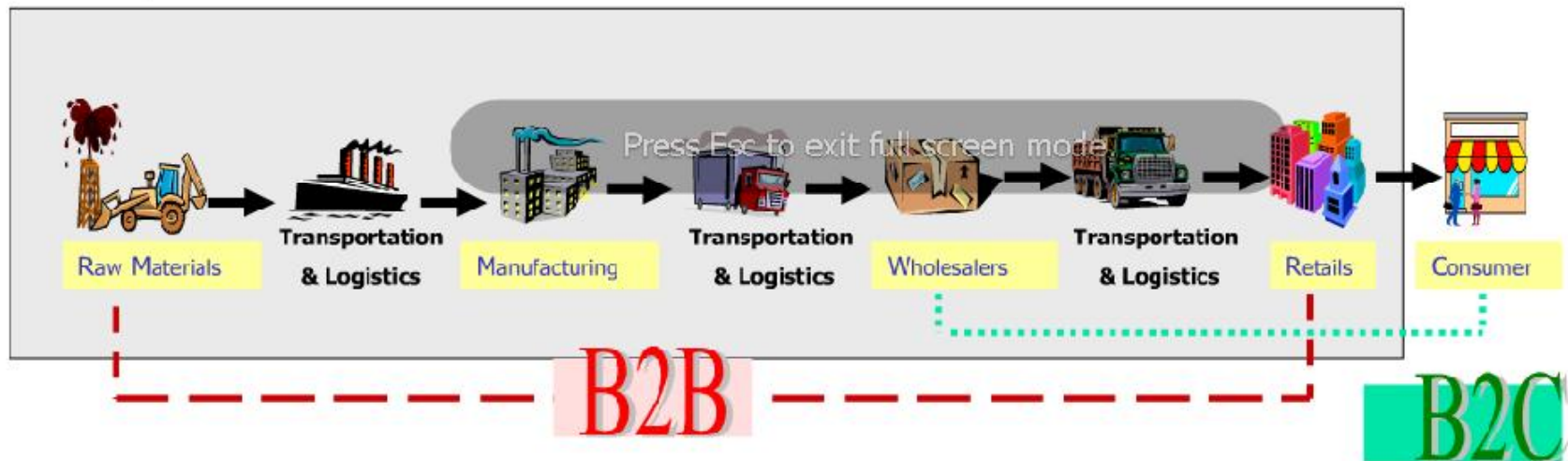
[ABOUT US/PHOTO TOUR](#) · [OUR FRESHNESS GUARANTEE](#)

[DELIVERY INFO](#) · [NEW PRODUCTS](#)

Tipovi e-trgovine

- Kompanija potroša u (B2C)
- Kompanija kompaniji (B2B)
- Potroša potroša u (C2C)
- Kompanija zaposlenom (B2E)
- E-uprava
- Mobilna trgovina (m-trgovina)

B2B i B2C elektronska trgovina



Poslovni model e-trgovine

Direktni on-lajn marketing



Elektronski sistem tendera



Model „kaži svoju cenu“



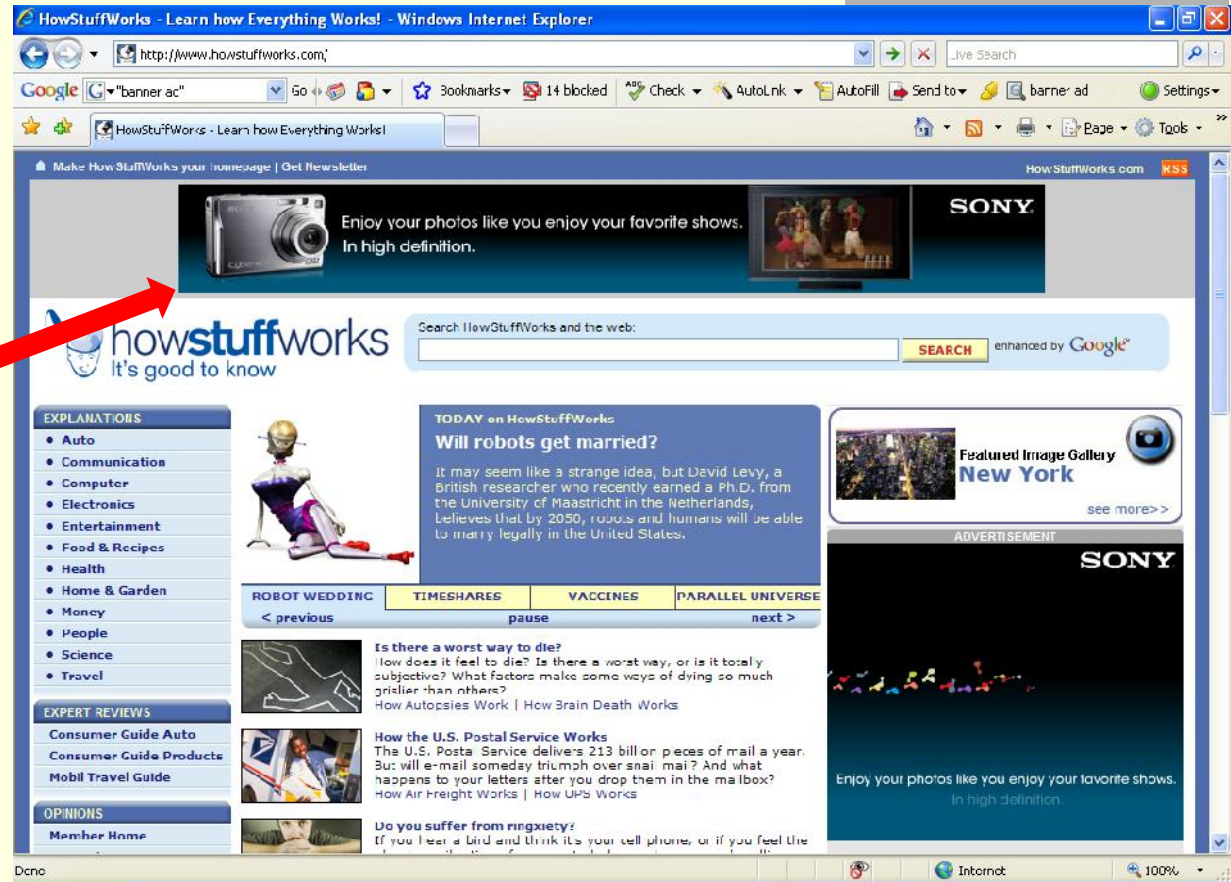
Model nalaženja najbolj



Poslovni model e-trgovine (nastavak)

Udruženi marketing

Note the Sony logo at the top of this Web page



www.howstuffworks.com

Poslovni model e-trgovine (nastavak)

Virusni marketing



Grupna kupovina (e-koo

On-lajn aukcije



Poslovni model e-trgovine (nastavak)

Prilagođavanje proizvoda



Veliki popusti



Ilanstvo



Poslovni model e-trgovine (nastavak)

On-lajn
trampa

The screenshot shows a web browser window titled "Barter Business Unlimited - Windows Internet Explorer" with the address bar displaying "http://www.bbu.com/". The browser's address bar also shows "viral marketing" and "14 blocked". The website content includes a navigation menu on the left with items like "WHAT IS BARTER?", "EXCLUSIVE MEMBERSHIP BENEFITS", "FREQUENTLY ASKED QUESTIONS", "REQUEST INFO", "NEWS", "EVENTS", "CAREER OPPORTUNITIES", "TESTIMONIALS", "AFFILIATES", and "CONTACT US". The main content area features a banner with the Barter Business Unlimited logo, a photo of a smiling woman, and the text "Get the Competitive Edge". Below the banner are two green buttons labeled "MEMBER LOGIN" and "APPLY NOW!". A large image of a Barter Business Unlimited membership card is displayed, showing the name "SERENIDE TRAVEL, INC." and the website "www.bbu.com". To the right of the card, the text reads "Increase Sales! Save Cash!" and "Welcome to the world of barter exchange and Barter Business Unlimited." Below this is a button labeled "WHAT CAN I BUY?". At the bottom of the main content area, there is a paragraph of text starting with "With over 6,000 cardholders locally and over 100,000 businesses through our network..." and a list of bullet points: "Do you want to increase your annual sales?" and "Need to move excess inventory?". The browser's status bar at the bottom shows "http://www.bbu.com/benefits.asp" and "Internet".

Glavni mehanizmi e-trgovine

Aukcije

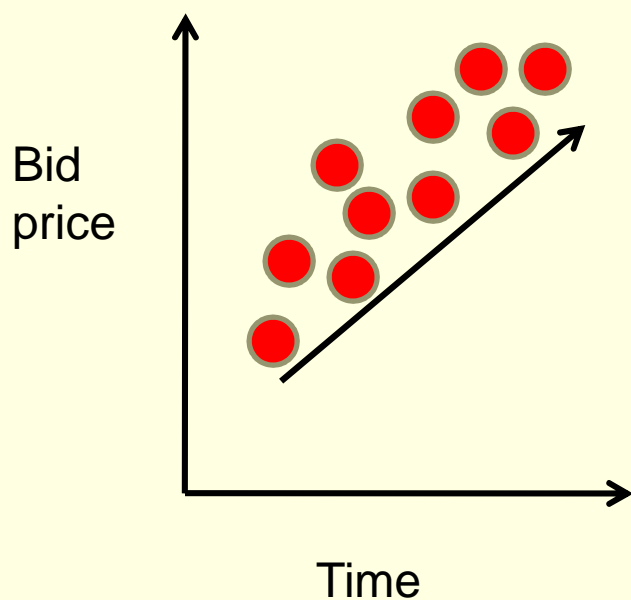
Obične aukcije

Reverzne aukcije

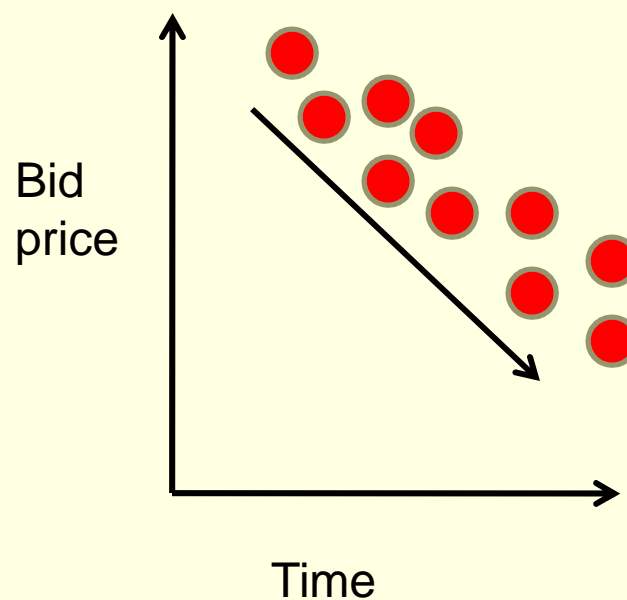


Slides of electronic storefronts, electronic malls, and electronic marketplaces are in subsequent sections

Obične i reverzne aukcije



Obična aukcija



Reverzna aukcija

Prednosti e-trgovine

■ Prednosti organizacijama

- ininacionalna i međunarodna tržišta pristupa nijim
- Snižava troškove obrade, distribucije i prikupljanja informacija

■ Prednosti kupcima

- 24-satno pristupanje ogromnom broju proizvoda i usluga

Prednosti e-trgovine (nastavak)

- Prednosti društvu

- Omogućavaju da se informacije, proizvodi i usluge lako i brzo dostavljaju ljudima u gradovima, selima i zemljama u razvoju.

Ograničenja e-trgovine

■ Tehnološka ograničenja

- Nedostatak opšteprihvaćenih, univerzalnih standarda bezbednosti
- Nedovoljno razvijene telekomunikacije
- Skup pristup

■ Netehnološka ograničenja

- Stav da je e-trgovina nesigurna
- Nerešena pravna pitanja
- Nedostatak kritične mase prodavaca i kupaca

Elektronska trgovina kompanija potroša u (B2C)

Elektronski izlog



Elektronski tržišni centar



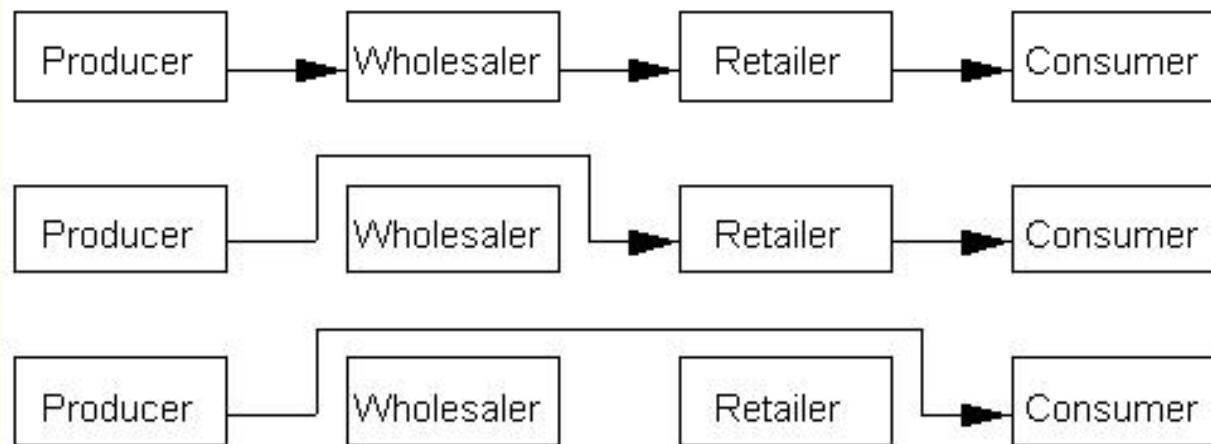
Leading E-Tailing Websites

B2C elektronska trgovina je tako e poznata i kao **elektronska maloprodaja**. Examples of e-tailing Websites include:



On-lajn usluge

A key issue is **uklanjanje posrednika.**



Source: Benjamin & Wigand (SMR)

Primer uklanjanja posrednik



Online
diamond
broker

A screenshot of the Blue Nile website displayed in a Windows Internet Explorer browser window. The browser's address bar shows 'http://www.bluenile.com/'. The website header includes the Blue Nile logo, the tagline 'Education, Guidance, Diamonds and Fine Jewelry.', and navigation links for 'Track My Order', 'Sign In', 'Wish List / My Blue Nile', and 'Shopping Basket'. Below the header is a navigation menu with categories: 'DIAMONDS', 'ENGAGEMENT', 'JEWELRY', 'GIFTS', and 'EDUCATION'. The main content area features a 'Welcome to Blue Nile' message with links for '30-Day Returns', 'Free FedEx® Overnight', and 'Refer a Friend'. A large image of three diamond rings is displayed with the text 'Find the Perfect Ring'. Below this are sections for 'Engagement', 'Diamond Jewelry', and 'Jewelry'. The 'Engagement' section describes Blue Nile as the largest online retailer of certified diamonds and offers links for 'Build Your Own Ring™', 'Diamonds', and 'How to Choose an Engagement Ring'. The 'Diamond Jewelry' section offers links for 'Diamond Earrings', 'Diamond Pendants', and 'Three-Stone Rings'. The 'Jewelry' section offers a link for 'Top Ten Gifts'. A search bar is located in the top left, and a 'Shop by Product' sidebar lists various jewelry categories like 'Diamonds', 'Engagement Rings', 'Wedding Rings & Anniversary Rings', etc. The bottom of the browser window shows the status bar with 'Done' and 'Internet'.

Use Blue Nile's decision support system to specify your own diamond

888-565-7641

DIAMONDS ▾ ENGAGEMENT ▾ JEWELRY ▾ GIFTS ▾ EDUCATION ▾

Freight[®] Shipping on Every Order

Home > Engagement > Build Your Own Ring™

BUILD YOUR OWN RING™

1. Select Your Diamond \$0

2. Choose Your Setting + \$0

3. Add to Basket = Subtotal: \$0

Give us your [feedback](#).

Refine Search Criteria

Need Help?
[how to use search](#)

Customize Search
[add/remove search criteria](#)

Shape	Carat	Cut	Color	Clarity	Price
<input checked="" type="checkbox"/> Round	13.01				\$868,285
<input type="checkbox"/> Princess		Signature Ideal	D	FL	
<input type="checkbox"/> Emerald		Ideal	E	IF	
<input type="checkbox"/> Asscher		Very Good	F	VVS1	
<input type="checkbox"/> Marquise		Good	G	VVS2	
<input type="checkbox"/> Oval		Fair	H	VS1	
<input type="checkbox"/> Radiant			I	VS2	
<input type="checkbox"/> Pear			J	SI1	
<input type="checkbox"/> Heart				SI2	
<input type="checkbox"/> Cushion	0.23				\$283

Your Search Results: 32,596 Round Diamonds

[compare](#) Carat ▾ Cut ▾ Color ▾ Clarity ▾ Polish ▾ Symmetry ▾ Report ▾ Price ▾ Details

0.23 Very Good H SI1 FY VG GIA \$283 [view details](#)

http://www.bluenile.com/engagement_segment.asp?track=51&track=flyout_engagement&elem=btn

On-lajn usluge

- **Elektronsko bankarstvo u širem smislu (internet bankarstvo)**



- **On-lajn trgovina hartijama od vrednosti**



- **On-lajn tržište rada**



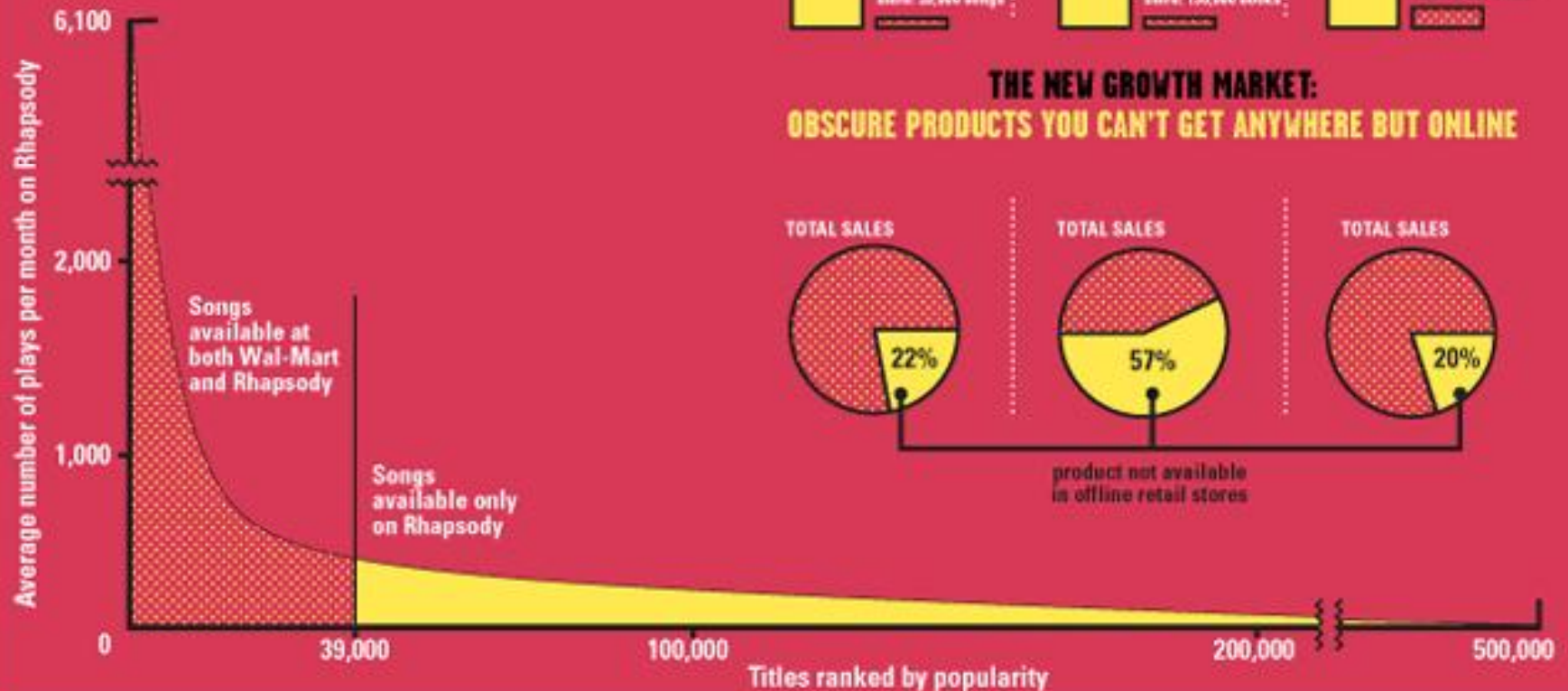
- **Putovanja**



The Long Tail

ANATOMY OF THE LONG TAIL

Online services carry far more inventory than traditional retailers. Rhapsody, for example, offers 19 times as many songs as Wal-Mart's stock of 39,000 tunes. The appetite for Rhapsody's more obscure tunes (charted below in yellow) makes up the so-called Long Tail. Meanwhile, even as consumers flock to mainstream books, music, and films (right), there is real demand for niche fare found only online.



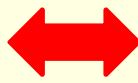
Sources: Erik Brynjolfsson and Jeffrey Hu, MIT, and Michael Smith, Carnegie Mellon; Barnes & Noble; Netflix; RealNetworks

Problemi u e-maloprodaji

Konflikt u kanalu distribucije

Zadovoljenje narudžbina

Konflikt u kanalu distribucije



???

On-lajn oglašavanje

- **Oglašavanje** is an attempt to disseminate information in order to influence a buyer-seller transaction.
- Metode on-lajn oglašavanja
 - Baneri
 - Pop-up reklame
 - Pop-under reklame
 - Marketing sa dozvolom
 - Virusni marketing

A closer look at Online Advertising

- **“We must accept the fact that there is no ‘mass’ in ‘mass media’ anymore.”** Jim Stengel, Global Marketing, Proctor & Gamble.
- **“TV networks face upheaval because of ever-increasing incursions from digital media like Internet sites.”** Jeff Zucker, chief executive of the NBC Universal Television Group.
- **“We never know where the consumer is going to be at any point in time, so we have to find a way to be everywhere. Ubiquity is the new exclusivity.”** Linda Kaplan Thuler, Chief Executive at the Kaplan Thaler Group, a New York ad agency.

Drivers of today's online advertising

- The emergence of “communitainment.”
- The increasing popularity of Usites.
- Mainstreaming of the Internet.
- Declining usage of traditional media.
- Fragmentation of content consumption.
- Consumers are multitasking and they do not like ads.

Source: PiperJaffrey

Communitainment

- PiperJaffray, an investment bank, defines **communitainment** as the blending of community, communication, and entertainment into a new form of online activity driven by consumers.
- The bank predicts that consumers will shift more than 50% of their content consumption over the next decade to communitainment formats (e.g., social networking, video, and photo sharing sites), displacing traditional forms of media content like TV, magazines, and large Internet sites.
- This trend presents a major challenge for advertisers.

Usites

PiperJaffray defines **Usites** as Web sites with user generated content comprising all or most of their content.



Mainstreaming of the Internet



HTTP

Declining usage of traditional media



Fragmentation of content consumption

Newspapers
Broadcast TV
Magazines
Broadcast Radio
Eight Track
1966



- 1 Newspapers
- 2 Magazines
- 3 Cable TV
- 4 Broadcast TV
- 5 Radio
- 6 Cassette Tapes
- 7 Walkman
- 8 VCR
- 9 Cable TV
- 10 Personal Computer
- 11 Console Video Games
- 12 PC Video Games

1986



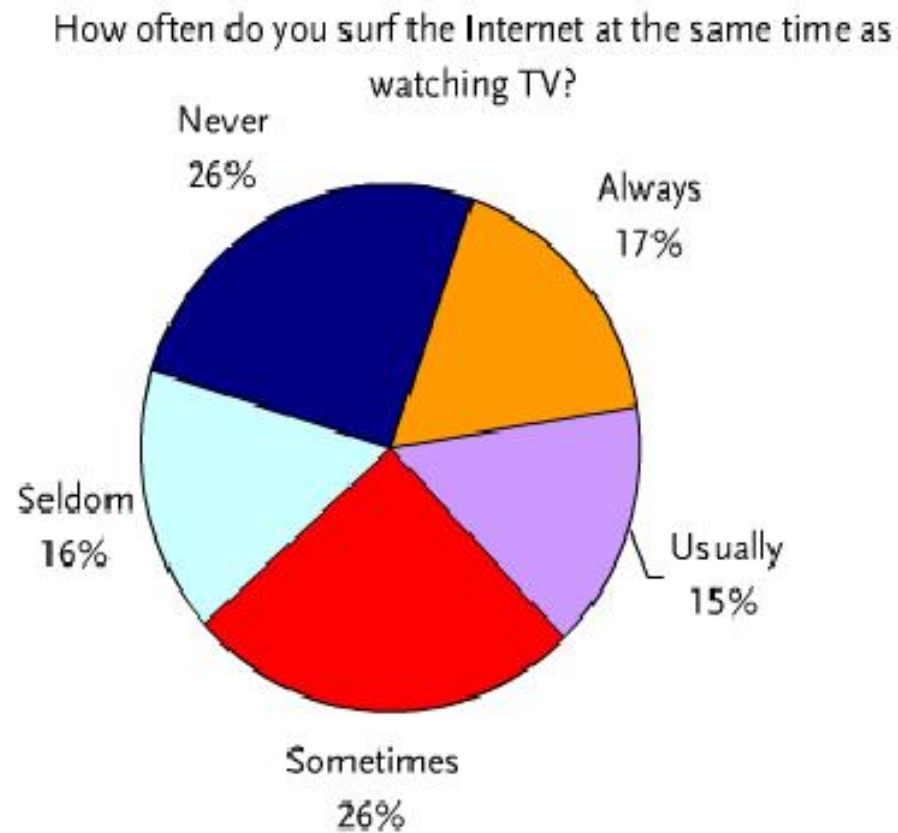
- 1 Newspapers
- 2 Magazines
- 3 Email
- 4 Broadcast TV
- 5 Radio
- 6 CD Player
- 7 Cable TV
- 8 Personal Computer
- 9 Satellite Television
- 10 Internet
- 11 Cell Phone
- 12 DVD Players
- 13 Satellite Radio
- 14 MP3 Players
- 15 Tivo/DVR
- 16 Slingbox
- 17 iPod
- 18 Blogs
- 19 Online Video
- 20 Mobile Internet
- 21 Console Video Games
- 22 PC Video Games
- 23 MMORP Games
- 24 Mobile Games
- 25 Text Messaging
- 26 Mobile Video
- 27 Download Movies
- 28 Podcasts
- 29 Instant Messaging
- 30 Social Networks

2006



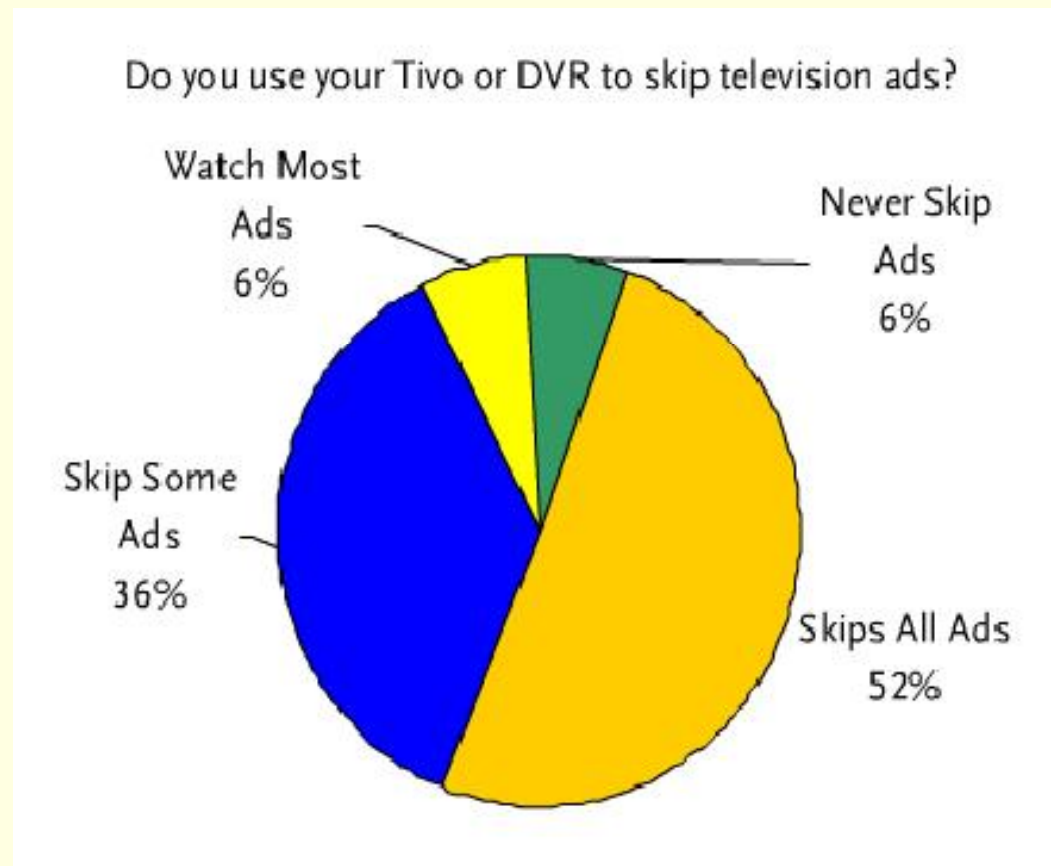
Source: PiperJaffray

And...consumers are multitasking



Source: PiperJaffray

And...consumers don't like ADS



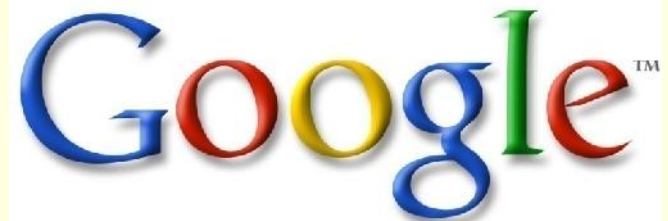
Source: PiperJaffray

Eight Types of Web sites for Advertising

Portals: most popular; best for reach but not targeting

The image shows the classic Yahoo! logo, which consists of the word "YAHOO!" in a bold, red, sans-serif font with a white outline and a registered trademark symbol.

Search: second largest reach; high advertising value

The image shows the Google logo, which features the word "Google" in its signature multi-colored font (blue, red, yellow, blue, green, red) with a trademark symbol.

Eight types of sites (continued)

Commerce: high reach;
not conducive to
advertising



Mall of Hawai'i

Entertainment: large
reach; strong
targetability



Eight types of sites (continued)

Community: emphasize being a part of something; good for specific advertising



Communications: not good for branding; low targetability



Eight types of sites (continued)

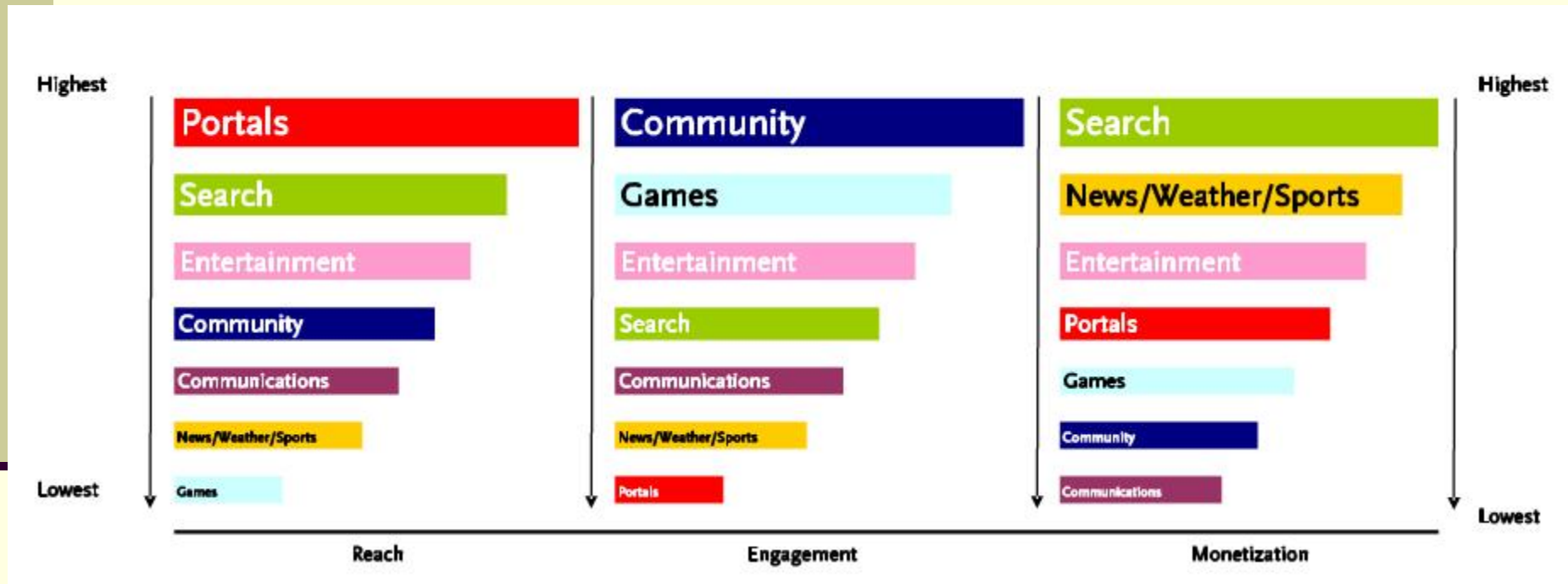
News/weather/sports:
poor targetability



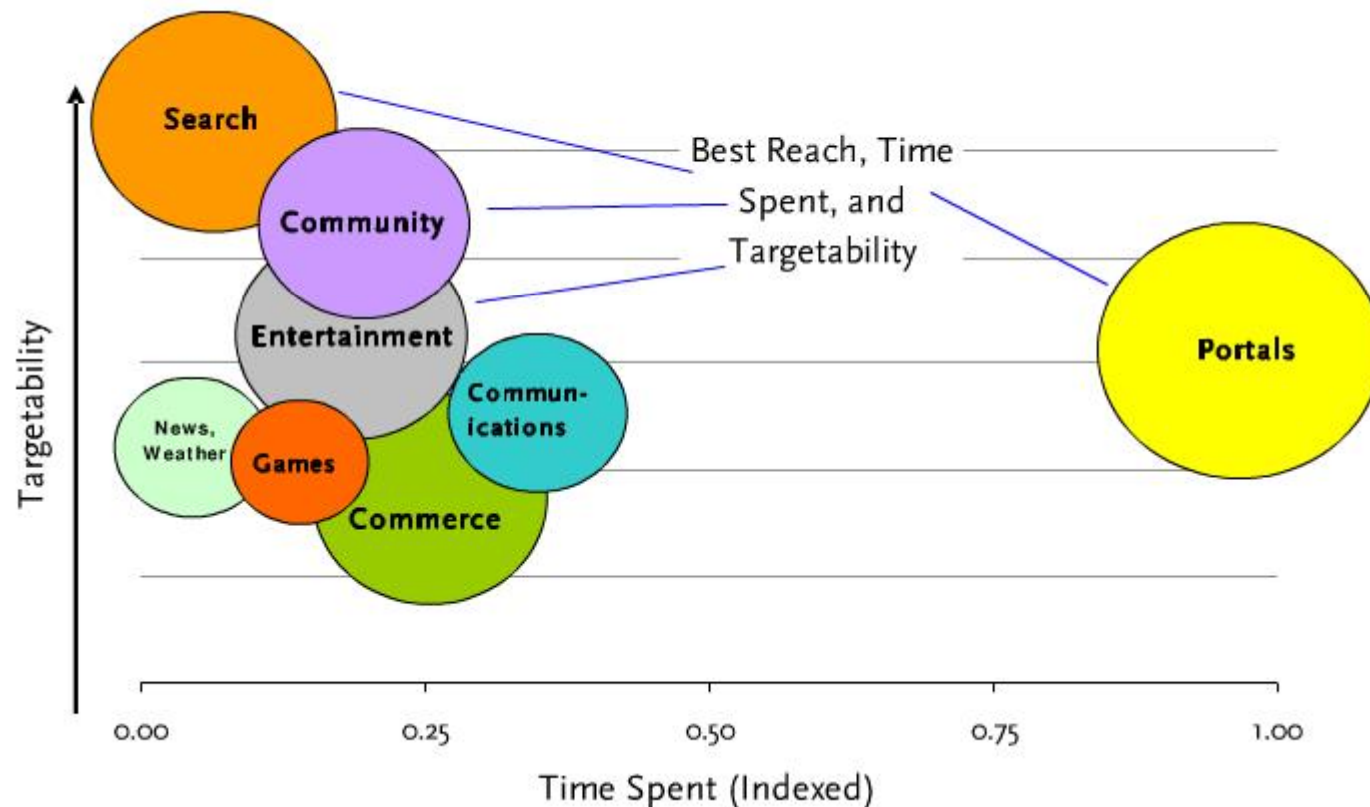
Games: good for very
specific types of
advertising



What the eight categories mean for advertisers



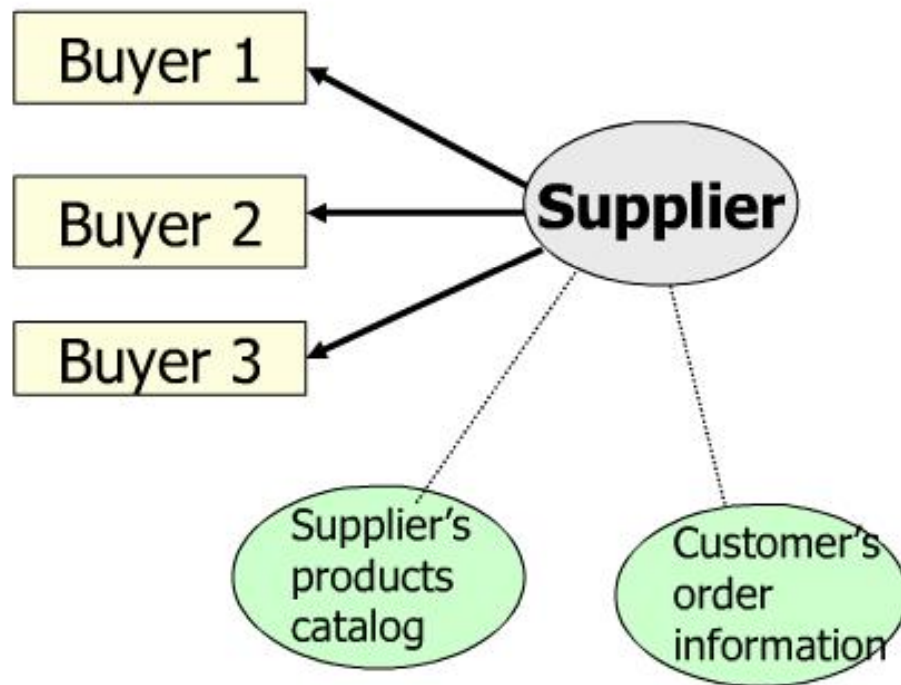
A graphical look at the eight categories



6.3 Elektronska trgovina kompanija kompaniji

U **B2B e-trgovini**, kupci i prodavci su organizacije.

B2B modeli elektronske prodaje



Key mechanisms:
electronic catalogs and
forward auctions

Ariba (model elektronske prodaje)



The screenshot shows the Ariba website in a Windows Internet Explorer browser window. The address bar displays "http://www.ariba.com/". The browser's toolbar includes navigation buttons, a search bar, and various utility icons. The website header features the Ariba logo and a navigation menu with links for Buyer Solutions, Supplier Solutions, Customers, Partners, Company, Support, Learning Center, and LOGIN. A search bar is located in the top right corner.

The main content area is dominated by a large banner with the text "is all about Getting more from the money you spend." The banner includes a list of services on the left: Visibility, Sourcing, Procurement and Expense, Invoice and Payment, Supplier Management, Managed Procurement Services, and Ariba Consulting Services. Below the banner, there are three columns: "START", "ENHANCE", and "CONNECT and Grow Your Business".

A news section follows, with a headline "Ariba Announces Definitive Agreement to Acquire Procuri" and a link to "Read the PRESS RELEASE". Below this, there is a "Spend Management Success" section listing various clients: AEGON, American Express Corporate Services, Mondri, Adquira, E*TRADE, Pfizer, AMD, and Shaw Industries.

The central part of the page features a promotional graphic for "ATTEND A REAL POWER LUNCH" on November 7, 2007, regarding "Recalls and Supply Chain Management". It includes a "REGISTER TODAY" button and a graphic of a lunch box labeled "THE LUNCH BOX WEBINAR SERIES FROM ARIBA".

On the right side, there are several statistics: "Ariba customers source more than \$450 million every day in over 5,000 unique categories", "Ariba manages more than 170 Billion Dollars in procurement spend each year", "Around the world, Ariba is on over 4 million desktops", and "More than 145,000 suppliers on the Ariba Supplier Network more...".

The browser's status bar at the bottom shows the URL "http://www.ariba.com/suppliers/suppliers_overview.cfm", the Internet icon, and a zoom level of 100%.

Dell | Auction (model elektronske prodaje)

The screenshot shows the Dell Auction website in a Windows Internet Explorer browser window. The address bar displays <http://www.dellauction.com/>. The browser's toolbar includes navigation buttons, a search bar with "Live Search", and various utility icons like "Check", "AutoLink", "AutoFill", "Send to", and "Settings".

The website header features the Dell logo and navigation tabs for "Computers", "My Auction Account", and "Bidder Help". Below the header, there are links for "Auction home", "Desktops", "Notebooks", "Workstations", and "Accessories".

The left sidebar contains several sections:

- Contact Dell Auction**: Includes a link for "Contact information".
- Search Dell Auction**: A search box with a "Go" button.
- Quick Product Search**: Includes dropdown menus for "Type", "Processor", and "Price Range", each with a "Go" button.
- Search by Seller**: A dropdown menu labeled "Select a Seller".
- Registration**: Includes links for "Register for free", "My auction account", and "Sign On".
- Information**: Includes links for "FAQs", "Privacy Policy", "Site terms of use", "About Dell Auction", "About Dell Financial Services", and "Dell Support site".

The main content area features a large orange banner for "Visit Our Other Dell Store **DFSDirectSales.com**". The banner text reads: "Offering everyday low fixed prices on premium grade, previously leased Dell refurbished products". It lists four benefits: "Diverse mix of products", "Dedicated customer care team", "30 day return policy", and "Refurbished & tested by Dell". The banner concludes with "Always A Great Value From Dell Financial Services!".

Below the banner, the text "WELCOME TO DELL AUCTION" is displayed, followed by the tagline "The Internet's premier technology exchange." A small image of two people looking at a laptop is shown next to the "Dell | Auction" logo.

On the right side, there is a "Start Bidding" section with two product listings:

- Dell Latitude™ Notebooks**: "Choose Latitude notebooks when need a flexible, reliable balance of performance and mobility. All Latitudes are powered by Intel® processors."
- Dell Inspiron™ Notebooks**: "Great for stand-alone environments and multimedia viewing. Inspirons provide outstanding notebook style, usability and value."

At the bottom, a "Featured Item" section displays "DELL DIMENSION 4600 2.8 GHZ NO". The browser's status bar at the bottom shows "Done", "Internet", and "100%".



(model elektronske prodaje)

Hong Kong office supply, stationery, equipment - bigboXX.com - Windows Internet Explorer

http://www.bigboXX.com/default.asp?rand=0.7327839972613594

Google "Ariba logo" Go Bookmarks 14 blocked Check AutoLink AutoFill Send to Ariba logo Settings

Hong Kong office supply, stationery, equipment - bigboXX.com

bigboXX.com

凡購買指定 3M 文儀產品，即可憑每件產品
獲贈零食物語 \$10 現金券及吉野家下午茶
餐買一送一優惠券

中文

Make bigboXX.com your homepage

Office Supplies | Print Center | Premiums | Records Management | Furniture | Floral & Gifts | bigboXX mall

Search [Help](#)

Shopping Cart Items: 0 Total: \$0.00

Login [register now](#) [forgot password?](#)
User Name: Password:

bigboXX Customer Service Hotline - 212 Thu, 25 Oct 2007

Office selection

- Computer Supplies
- Paper
- Breakroom Supplies
- Stationery
- Office Machines/Acc
- Computing & AV Equip
- Monthly Specials

Personal products

Priceline Travel Counter

- Register now
- Tutorial
- Shopping tools
- Downloads
 - price list
 - autopay application
 - business letters
 - office forms

To you... From

Purchase 2 boxes of selected Avery 100's Laser Labels

Starbucks \$25 禮券 **Free**

SPCA PetGuard 愛寵樂

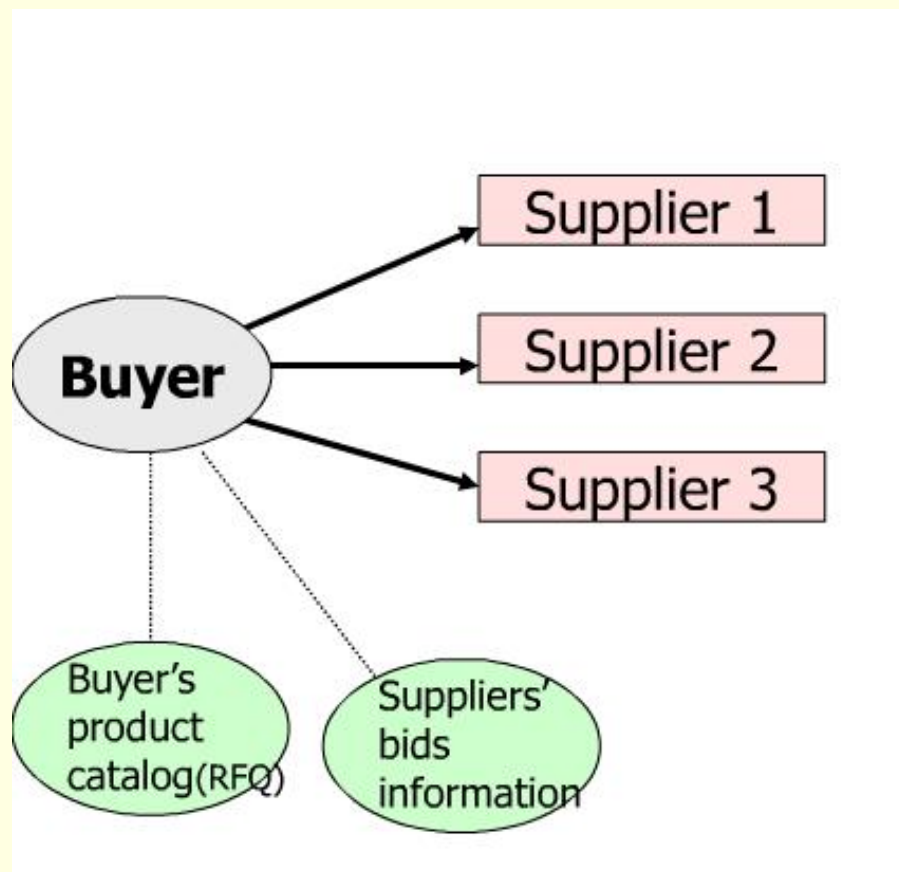
ROYAL & SUNALLIANCE

Today's Hotspots

 Free Buy Get	 Free Buy 5 Get	 Free Buy 5 Get	 Free Buy 2 Get
114329 Bajja BJ2000B Auto RMB detector bigboXX Price \$4,250.00 Discounted \$950.00 special offer	102458 EON Laminat Pouch 100Mic 100's 216x303mm bigboXX Price \$423.00 Discounted \$87.00 special offer	113286 M&A Binding Board 480gsm A4 Yellow 100's bigboXX Price \$420.00 Discounted \$90.00 special offer	113370 Megaman GSU111s Warmlight Dimmerable Lamp bigboXX Price \$420.00 Discounted \$70.00 special offer

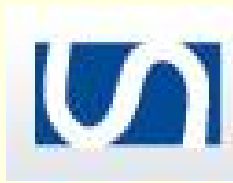
Done Internet 100%

B2B model elektronske kupovine



Key mechanism:
reverzna aukcija

United Sourcing Alliance



United Sourcing Alliance - Windows Internet Explorer

http://www.usa-lc.com/

Google G Trading Process Network Go Bookmarks 14 blocked Check Look for Map AutoFill Send to GE Settings

United Sourcing Alliance


HOME | CONTACT

UNITED SOURCING ALLIANCE

Company Overview | Our Services | USA's Engagement Model
Bottom Line Results | ROI Guarantee | Supply Solutions

Providing Significant Hard-Dollar Savings

"IPG has realized significant savings since teaming up with USA. We plan to work with USA on future projects and continue to increase our annual savings."
-Jennifer Seawright
Corporate Project Director
Intertape Polymer Group



Since inception, United Sourcing Alliance has focused on one primary goal: to provide significant and measurable hard-dollar savings to our clients.

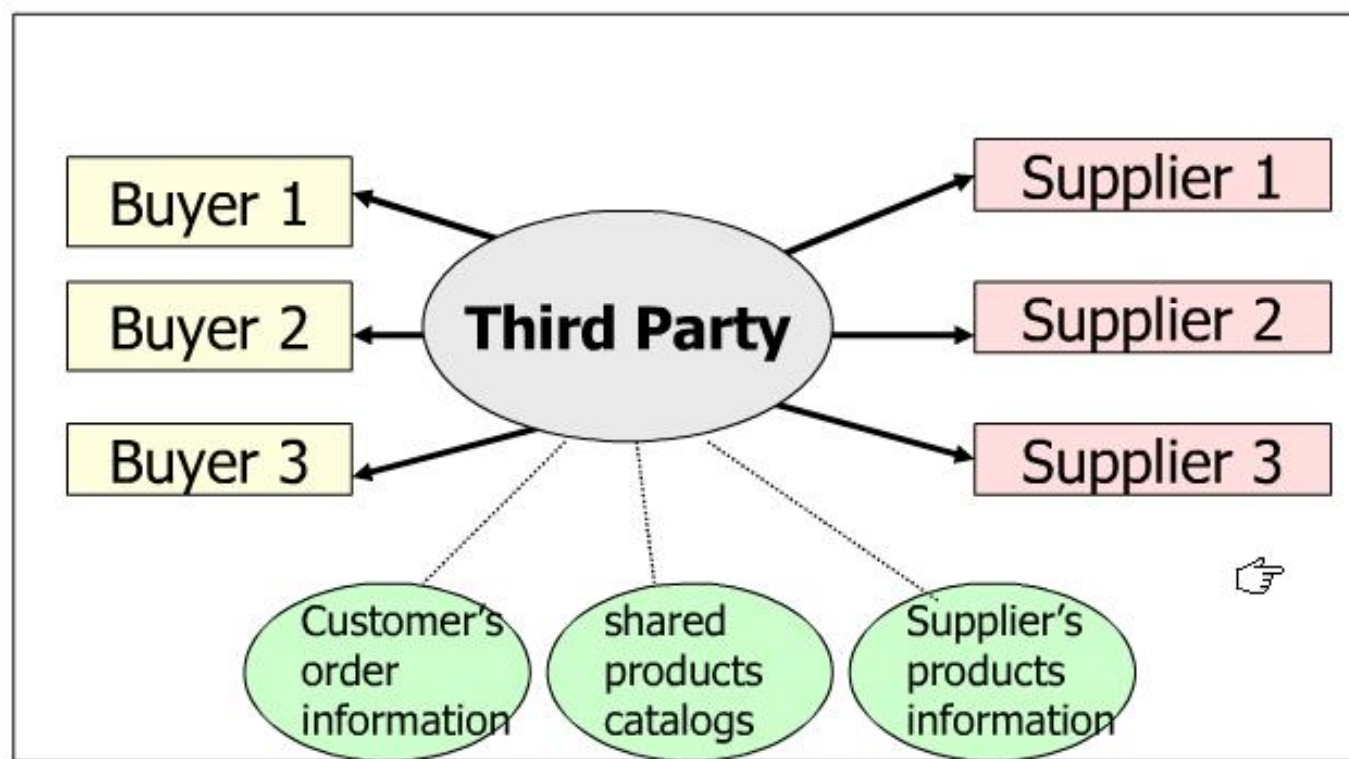
Our company was founded in 1998 as a group purchasing organization composed of six textile companies. Today, USA services a dynamic client base with over \$20 billion in aggregate sales. Utilizing our group's representative spend, we create "**Demand Aggregation**" pricing for our clients through pre-negotiated contracts with our strategic suppliers.

In any economic climate, strengthening the bottom line is critical for profitability and delivering shareholder value. With nearly half of companies' revenues being spent on purchasing activities, one of the fastest and most economical ways to deliver bottom-line results is to reduce the cost of sourcing and the price of the items you purchase.

United Sourcing Alliance provides its clients with an average annual level of savings in the 12-15% range. We back this up with a minimum guarantee of

Done Internet 100%

Elektronska trgovina



Boeing PART




The Boeing PART Page - Windows Internet Explorer

http://www.boeing.com/assocproducts/bpart/partpage/featpg.html

Google "Boeing PART" Go Bookmarks 14 blocked Check AutoLink AutoFill Send to Boeing PART Settings

The Boeing PART Page

Boeing Home Commercial Home



**BOEING
PART PAGE**

[Home](#) | [Features](#) | [Benefits](#) | [Customer Requirements](#) | [To Get Started](#)

Parts
View up-to-date part information such as prices, availability and interchangeability. Partial part number search is available.

Orders
Enter a new purchase order, change an existing purchase order, or check the status of your orders. View multiple purchase orders at once by entering selection criteria, such as "all open purchase orders."

Quotes
Request a price quote or view existing price quotes. Receive quote information back via email.

Contacts
Instantly retrieve information on how to contact us at Boeing Spares.

Help
"Get answers to your questions in our "Help" and "Frequently Asked Questions" sections.

Done Internet 100%

PlasticsNet (vertikalna razmena)



The screenshot shows the PlasticsNet website in a Windows Internet Explorer browser window. The address bar displays the URL <http://www.plasticsnet.com/content/homepage/default.asp>. The browser's search bar contains the text "Boeing PART". The website header features the PlasticsNet logo and the tagline "A VertMarkets Marketplace for Industry Professionals". Navigation links include HOME, Buy Online, Services, Jobs, News & Community, Sign-In, and Free Newsletter. A search bar is located on the left side of the page. The main content area is divided into several sections: a "Welcome to PlasticsNet" section with a search tip, a "Current Headlines" section with RSS feed, a "Special Features" section with a SAP logo, and a "Free Industrial & Manufacturing Magazines and Downloads" section. A sidebar on the left lists various services and resources such as Find Solutions, Feeder, Conveyors, Spectrophotometers, Color Measurement, Light Booth, Colorimeter, Software, Product Showcase, Market Research Reports, Bookstore, 2006 Packaging Solutions Update, Services, Job Search, Recruiter Center, Find a Consultant, Build an Intranet, and Press Release Service.

PlasticsNet: Digital Marketplace for the plastics industry - Windows Internet Explorer

http://www.plasticsnet.com/content/homepage/default.asp

Google "Boeing PART" Go Bookmarks 14 blocked Check AutoLink AutoFill Send to Boeing PART Settings

PlasticsNet: Digital Marketplace for the plastics industry

PlasticsNet
A VertMarkets Marketplace for Industry Professionals

HOME | Buy Online | Services | Jobs | News & Community Sign-In | Free Newsletter

Search: [Tips](#)
Products

Find Solutions
[Feeder](#)
[Conveyors](#)
[Spectrophotometers](#)
[Color Measurement](#)
[Light Booth](#)
[Colorimeter](#)
[Software](#)
[Product Showcase](#)
[Market Research Reports](#)
[Bookstore](#)
[2006 Packaging Solutions Update](#)
Services
[Job Search](#)
[Recruiter Center](#)
[Find a Consultant](#)
[Build an Intranet](#)
[Press Release Service](#)

Welcome to PlasticsNet

Want to find solutions to your color measuring and matching needs? Interested in streamlining your injection molding process? Looking for thermoforming machinery? Need to identify and select suppliers? Then you need the expert advice of PlasticsNet, the premier sourcing site for the plastics industry.

In addition, keep up with the latest information in the plastics community through:

- [FREE Newsletters](#)
- [FREE Job Search](#)
- [FREE Trade Publications](#)
- [FREE Consultant Locator](#)

Special Features

Cost-Cutting Strategies for the Process Industry

Companies in the Process Industries (including chemicals, pharmaceuticals, food & beverage, oil & gas, pulp & paper, and health & beauty aides) have had to cope with rising manufacturing and logistics costs over the past few years. To avoid a 7.96% increase in logistics costs (what the average company has experienced in the past two years), companies should follow the roadmap of Best in Class companies, which have been able to reduce costs or keep them flat via supply chain transformation. [Read more.](#)

Current Headlines [RSS](#)

- New AZCO FGW SUR-CUT Cut To Length [»](#)
- New 60" Heat Laminator From TTARP Industries Will Laminate, Slit And Rewind Hot Or Cold Adhesive Systems [»](#)
- TTARP Introduces New Compact Die-Cutting Press For Low-Density Materials [»](#)
- Spartech Thinks Outside The Container With New PACKALLOY Imagine Two-Piece Plastic Cup System For Food Packaging... [»](#)
- Bakers Sto 'N Go - Newest Technology In Food Storage [»](#)

[More...](#)

SAP

XIAMETER
Find the value of X
X5
YEARS

[Free Industrial & Manufacturing Magazines and Downloads](#)

Done Internet 100%

The Paper Site (vertikalna razmena)



The screenshot shows a Windows Internet Explorer browser window displaying the website <http://www.papersite.com/>. The browser's address bar shows the URL, and the search bar contains "Boeing PART". The website content is displayed within a frame and includes the following elements:

- The Paper Site®** logo at the top left.
- A graphic of a red laptop with a blue globe on the screen and green paper sheets coming out of the bottom.
- The tagline: *Your View of the Global Paper Market*
- A vertical list of four links on the right side, each with a globe icon:
 - [About the Paper Site](#)
 - [Search available Paper](#)
 - [Request Specific Paper](#)
 - [Have paper to sell?](#)
- Contact information at the bottom:

Questions, Comments??? Please contact us: People@papersite.com
1390 Waller Street , San Francisco, CA 94117 Phone: (415) 431-9642 Fax: (415) 431-2639
- Footer text:

Date created: 1/30/96
Last modified: 6/7/02
Copyright © 2002, Paper Site

The browser's status bar at the bottom shows "Done" and "Internet" with a 100% zoom level.

Horizontalna razmena



Alibaba Manufacturer Directory - Suppliers, Manufacturers, Exporters & Importers - Windows Internet Explorer

http://www.alibaba.com/

Google "PlasticsNet logo" Go Bookmarks 14 blocked Check AutoLink AutoFill Send to PlasticsNet logo Settings

Alibaba Manufacturer Directory - Suppliers, Manufact...

Make Alibaba.com your home page | Add to Favorites Sign In | Join Now | TradeManager | Inquiry Basket

Alibaba.com
Global trade starts here.™

My Alibaba | Check Messages

For Buyers For Sellers Community My Alibaba Help

Selling Leads Products Suppliers Buyers Trade Shows

Select Country/Region Search More search options

Find millions of selling leads from around the world, now!

Popular Searches: tractor, packaging paper, lingerie, motorcycle, acrylic display, pvc sheet, wall clock, electric bike, sofa

Browse by Category

- Agriculture
- Apparel UPDATED!
- Automobile
- Business Services UPDATED!
- Chemicals
- Computer Hardware & Software
- Construction & Real Estate
- Electrical Equipment & Supplies
- Electronic Components & Supplies
- Energy
- Environment
- Excess Inventory
- Food & Beverage
- Fashion Accessories

Notice ▶ Please click here for Alibaba.com eIPO Application.

Trade with the World

New Today! **768,412** new selling leads, **46,249** new products and **2,490** new companies added today in over 200 countries!

China HK USA India new UK Turkey ▶ More

Power Cables	Health Food	Hoists	Notebook & Diary	Oxygen Setup
Velvet	Plastic Furniture	Automobile	Travel Bags	Headlamps

- Country Profile
- New Products from China
- China News
- Pre-qualified China Gold Suppliers

Gold Supplier

Buyer Seminars & Events

How Can I find a Manufacturer

Alibaba.com attended CPhI Worldwide for the

Check your messages: [Sign In](#)

Not a member yet? [Join Now](#)

Forbes
"Best of the web"
seven years in a row

Promote Your Products <small>FREE</small>	Post Buying Leads <small>FREE</small>
Check Trade Leads <small>FREE</small>	Trade Shows <small>FREE</small>
Premium Memberships <small>VIP</small>	New User's Guide <small>FREE</small>

国内贸易? 访问阿里巴巴中文站
国际贸易? 点击看中文介绍

Trade with the Big Buyers

DECATHLON 迪卡侬 Join Decathlon Group at their China sourcing event

Done Internet 100%

Funkcionalna razmena



The screenshot shows the ADP Employeease website in a Windows Internet Explorer browser window. The browser's address bar displays the URL <http://www.employeease.com/>. The website's header features the ADP Employeease logo and a navigation menu with the following items: PRODUCTS AND SERVICES, WHY ADP?, ABOUT US, PARTNERS, SUCCESS STORIES, DEVELOPERS, and CUSTOMER LOGIN. The main content area is divided into two columns. The left column is titled "Redefining Employee Information Management" and contains three paragraphs of text. The right column is titled "ADP Completes Purchase of Employeease" and includes a sub-headline, a date (ROSELAND, New Jersey -- October 3, 2006), and a brief description of the acquisition. Below the main content, there is a "CUSTOMER LOGIN" section with three buttons: "Quick Tour", "Brochure", and "Contact Us". At the bottom of the page, there is a table with three columns: "HR Solutions", "Benefits Administration Solutions", and "About Employeease". Each column contains a list of links with right-pointing arrows. The browser's status bar at the bottom shows "Done" and "Internet" with a 100% zoom level.

HR Solutions	Benefits Administration Solutions	About Employeease
HR Solutions	Benefits Administration Solutions	Employeease Overview
HRIS Technology	Employee Self-Service	News and Press Releases
Benefits Administration	Enrollment Services	Employeease Awards
Employee Self-Service	Call Center	Upcoming Events
Comprehensive Reporting	Billing Services	Your Privacy
Performance Management	Eligibility Audits	Site Map
Leave Management	Fulfillment	ADP Major Accounts Home
Applicant Tracking	COBRA Administration	ADP Careers
Benefits Administration Outsourcing	HIPAA Administration	

6.4 Elektronska plaćanja

Sistem elektronskog plaćanja omogućava da se proizvodi plaćaju elektronskim putem.

Elektronski čekovi (e-čekovi)

Elektronske kreditne kartice

Platna kartica

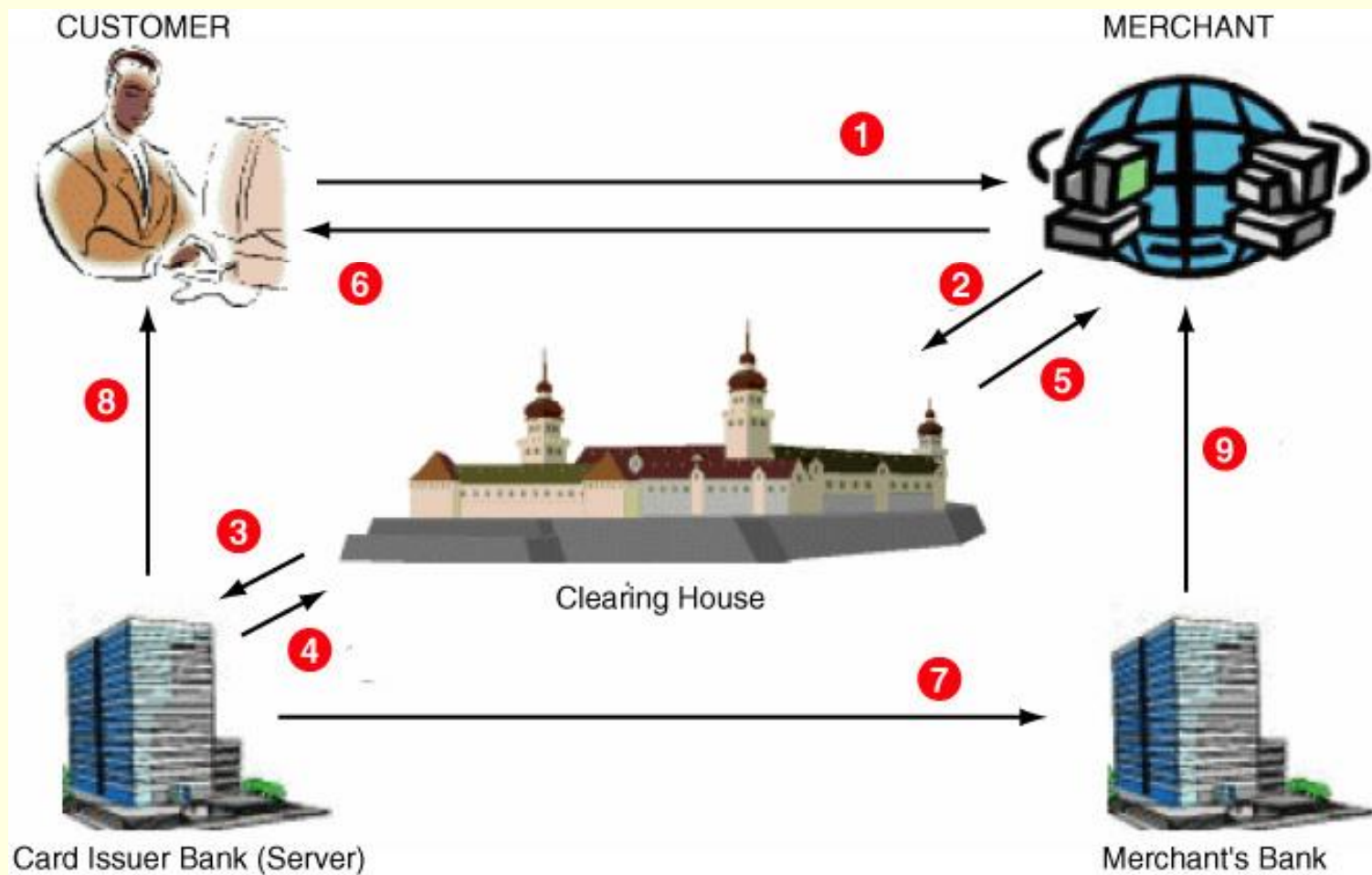
Elektronska gotovina

Priprema kartice

„Smart“ kartice („pametne“ kartice)

Plaćanje pojedinac-pojedincu

Kako funkcioniše e-kreditna kartica



Eti ka i pravna pitanja

Eti ka pitanja

Privatnost

Uklanjanje posrednika

Pravna pitanja svojstvena e-trgovini

Prevare na internetu

Imena domena

Domain Tasting

Registrovanje domena s namerom kasnije
prodaje

Takse i druge naknade

Autorska prava

Završni slušaj

