Introduction – What is eBusiness?

When hearing the term "**eBusiness**" people commonly considered it synonymous with "**eCommerce**." Often vendors selling eCommerce software will refer to their product as an "eBusiness Solution." According to Dictionary.com, "**Business**" is defined as "*the occupation, work, or trade in which a person is engaged.*" "**Commerce**" is defined as "*the buying and selling of goods, especially on a large scale, as between cities or nations.*" Adding the **e** before these terms does not change their definitions, but rather changes the means and methods we use to achieve the objectives of our business and to facilitate commerce.

We will use the term eBusiness instead of eCommerce because it represents a more comprehensive approach to the needs of most businesses. Others will use these terms interchangeably. Although selling online (eCommerce) is a potential component of an Internet marketing strategy, it is not feasible for many businesses and not successful for others. The focus of this course is designed to help small businesses be "Internet enabled" or "Internet *savvy*", to embrace **eBusiness**, whether or not directly selling online is part of their strategy.

eBusiness is more than Internet marketing. It includes communications, data acquisition and exchange, financial analysis, customer management, business research, production technologies, building partnerships, and a wealth of other activities that are part of "doing business." What is changing is that we are now doing those same activities with computers, and are increasingly conducting our business over the Internet. We are doing business **e**lectronically.

References for Understanding Small Business Websites

Small business and websites
http://www.bricklin.com/smallbusiness.htm

Basic terminology definitions for eBusiness
http://www.learn-ecommerce.com/ebusiness-definition.html

Tutorials on eCommerce
http://www.learn-ecommerce.com/index.html

A comprehensive site of tutorials and articles, used throughout this workbook
http://www.tamingthebeast.net

10 secrets to eCommerce success
http://ecommerce.about.com/cs/faqstutorials/a/aa041103a.htm?iam=savvy&terms=%2Bebusiness+%2Bdefinition