

## Book review

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**Business to Business Electronic Commerce: Challenges and Solutions**, Merrill Warkentin, ed., Idea Group Publishing (IGP), Hershey, PA, 2002

This book addresses managerial and research issues related to all aspects of Business to Business Electronic Commerce (B2B eCommerce). The growth in the importance of eCommerce has been nothing short of phenomenal. Thousands of companies have created new market-spaces and new opportunities worldwide. The most visible impact to the average consumer is in the explosion of digital content availability and the plethora of new retail sites to purchase everything from books to airline tickets to groceries. However, the growth of B2B eCommerce has been (and will continue to be) a much more significant business activity of far higher value than was anticipated, and will impact nearly all organizations in the future.

The eleven chapters cover the environment of B2B eCommerce, supply chain management issues, value chain networks, and related research issues in three sections. Topics include EDI, exchanges, trust, manufacturing connectedness, virtual alliances, and B2X networks. The chapters are lively, with examples from industry. They also provide new scholarly perspectives on these important new markets and the processes that create and support them.

The book, with contributions written by academic scholars from leading universities and consultants with extensive experience in this field, will be a valuable resource to a diverse group of readers. This book will be helpful to managers who seek guidance and insight into the strategic and operational questions arising from participation in the dynamic new environment of B2B eCommerce. It will be a resource to researchers who seek to extend their understanding of the principles describing these networks and processes. Educators can use this book as a source of teaching material and classroom discussion to prepare tomorrow's leaders for this emerging new economy. Public policy analysts and public leaders need to understand this important new driver of economic growth. All students of business from all perspectives will benefit from the rich analysis contained within the chapters of this book.

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