

## E-Business: What is it?

By Gail Terry Grimes and Claude Whitmyer, Co-Founders  
The University of the Future, LLC (aka FutureU™).



*E-Business: What is it?* by Gail Terry Grimes and Claude Whitmyer.  
Copyright © 2009 by Gail Terry Grimes and Claude Whitmyer. This work is licensed under a Creative Commons Attribution-Noncommercial-Share Alike 3.0 United States License <http://creativecommons.org/licenses/by-nc-sa/3.0/us/>.

Permissions beyond the scope of this license may be available at <http://futureu.com/trademark.html>.

Published by FutureU Press.  
601 Van Ness Avenue, Suite E433  
San Francisco, California 94102  
415-648-2667  
manager@futureu.com



## E-Business: What is it?

---

### ***e-marketing + e-commerce + e-operations + e-learning***

The term "e-business" refers to the application of Internet technology to the streamlining of business processes. It consists of e-marketing, e-commerce, and e-operations.

**E-marketing** involves building an online presence where the company is showcased and detailed information is provided. The majority of businesses that have a presence on the Internet today are actively e-marketing.

**E-commerce** is the selling of products and services online--conducting payment, handling transaction details, and supporting automated customer inquiries.

**E-operations** involves the streamlining of business processes and taking steps to enhance business efficiencies among company departments. This also includes streamlining the supply chain between the company and its key suppliers.

**E-Learning** is at the foundation of every e-business venture. Effective e-operations, e-commerce, and e-marketing all require training and support which, in a true e-business, is delivered largely through e-learning. E-learning ranges from **just-in-time problem solutions** to **technology-enriched face-to-face classrooms** to **complete online training programs**.

Thus,

**e-marketing + e-commerce + e-operations + e-learning = e-business**

.



Copyright © 1997-2009 by Gail Terry Grimes and Claude Whitmyer. All rights reserved.  
Published by FutureU.

## Copyright and License

This work by Gail Terry Grimes and Claude Whitmyer is licensed under a Creative Commons Attribution-Noncommercial-Share Alike 3.0 United States License (<http://creativecommons.org/licenses/by-nc-sa/3.0/us/>). Permissions beyond the scope of this license may be available at <http://futureu.com/trademark.html>.



What this means:



**Attribution:** We encourage you to copy, distribute, display, and perform this work, but only if you give this attribution: Copyright by Claude Whitmyer and Gail Terry Grimes at FutureU.Com.



**Noncommercial:** While we encourage you to copy, distribute, display, and perform this work, this sharing can be for noncommercial purposes only. If you have a commercial venture you would like propose, please contact us.



**Share Alike:** You may distribute this work only under a license identical to [the license that governs this work](http://creativecommons.org/licenses/by-nc-sa/3.0/us/) (<http://creativecommons.org/licenses/by-nc-sa/3.0/us/>) and you must share a copy of your derivative works with others AND with us.

You can meet the "us" part of this equation by sending a copy of your derivative works to [claude@futureu.com](mailto:claude@futureu.com) or mailing it to FutureU™, 601 Van Ness Avenue, Suite E433, San Francisco, CA 94102.

Published by

FutureU Press

[The University of the Future, LLC \(aka FutureU™\)](#)

601 Van Ness Avenue, Suite E433

San Francisco, CA 94102

415-648-2667

[manager@futureu.com](mailto:manager@futureu.com)