

## CHAPTER OVERVIEW

### 10: Create - eCommerce

#### Learning Objectives

In this chapter, you will learn:

- the various types of eCommerce.
- eCommerce on specific channels like mobile and social.
- eCommerce across multiple channels.
- the various considerations in setting up an eCommerce site.

[10.1: Introduction](#)

[10.2: Key terms and concepts](#)

[10.3: Types of eCommerce](#)

[10.4: eCommerce on specific channels](#)

[10.5: Multi-channel commerce to total retail](#)

[10.6: Setting up an eCommerce site](#)

[10.7: The bigger picture](#)

[10.8: References](#)

[10.9: Tools of the trade](#)

[10.10: Advantages and challenges](#)

[10.11: Case study - Pixie Faire](#)

[10.E: eCommerce\(Exercises\)](#)

[10.S: eCommerce\(Summary\)](#)

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