



Ubiquitous and Pervasive Commerce (Computer Communications and Networks)

George (Ed.) Roussos

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The new capabilities of ubiquitous and pervasive computing imply that products, locations, consumers and employees create rich streams of information about themselves, their immediate environment and their use. This book brings together technological and business aspects of conducting commerce using ubiquitous and pervasive computing techniques and also examines its implications for society at large. Individual chapters examine in detail the core technologies that make ubiquitous computing possible, the business standards that must be established to support the envisioned global infrastructures, and the applications in the supply chain and for consumers that can be built today. They also examine business cases where investment in this technology is appropriate as well as the economics mechanisms that must be designed for the effective use of such systems. The implications of ubiquitous and pervasive commerce for the legal system, for employees of retailers and for privacy protection of the public at large are also discussed.

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