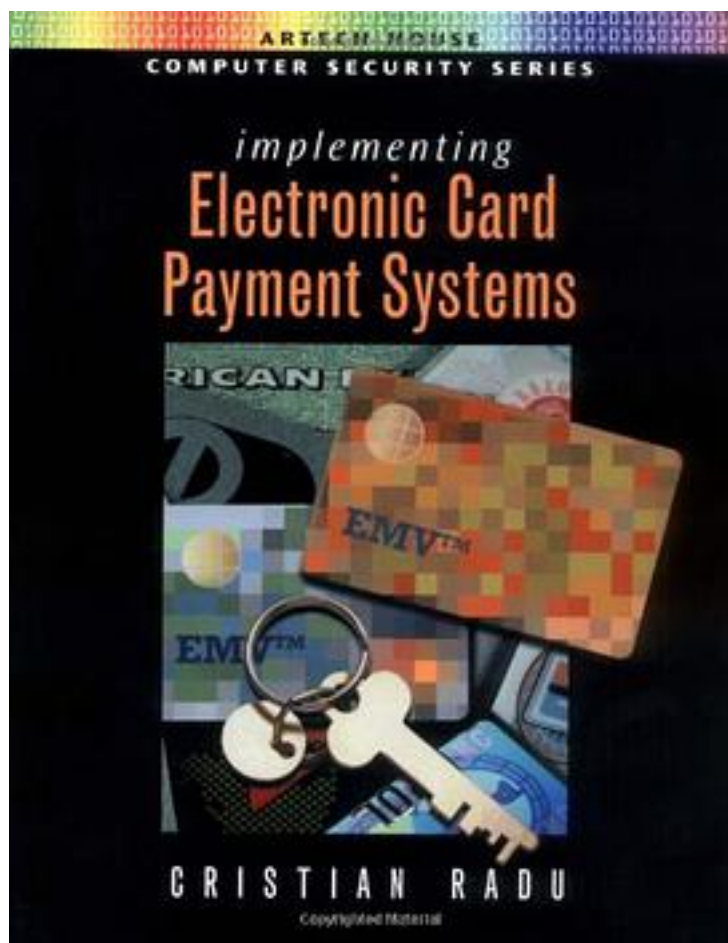# Implementing Electronic Card Payment Systems

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As magnetic stripe cards are being replaced by chip cards that offer consumers and businesses greater protection against fraud, a new standard for this debit/credit card technology is being introduced by Europay, MasterCard, and Visa (EMV). This

cutting-edge, new book provides professionals with a comprehensive overview of the EMV chip solution and explains why more and more important industry players will be adopting this technology.The book offers a better understanding of the security problems associated with magnetic stripe cards, and presents the business case for migrating to this new chip technology. Moreover, it shows professionals how to design a multi-application EMV chip card layout, and explains important implementation details for EMV chip cards and terminals. This first-of-its-kind resource also discusses the organizational and management issues in connection with the EMV chip migration and the use of EMV chip cards in e-commerce and m-commerce transactions.

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