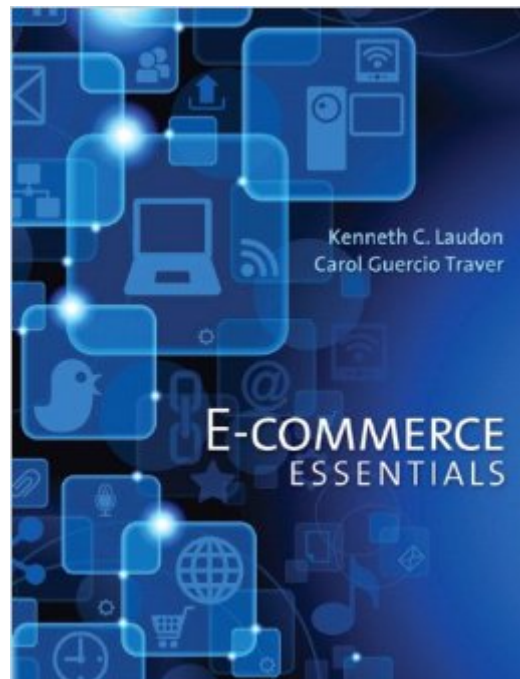


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E-Commerce Essentials



Synopsis

Based on the authors' market-leading E-Commerce. Business. Technology. Society., this brief book offers the same thought-provoking and current content but in a brief format. E-Commerce Essentials emphasizes the three major driving forces behind E-commerce "technology change, business development, and social issues" to provide a coherent conceptual framework for understanding the field.

Book Information

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Great book! Easy to understand. Was in good condition and had everything I needed to complete my class on E-Commerce

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