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Sommario/riassunto

For undergraduate and graduate electronic commerce courses. Explore the many aspects of electronic commerce through a managerial perspective. Electronic Commerce provides a thorough explanation of what EC is, how its being conducted and managed, and how to assess its opportunities, limitations, issues, and risksall from a managerial perspective. By presenting EC through a managerial approach, this text makes the subject matter practical, relevant, and beneficial to majors and non-majors alike. To keep pace with todays ever-changing technology, the seventh edition has been streamlinedremoving material thats no longer relevant, while still providing students with information on the hottest topics in the field.
