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CHAPTER 6 HUMAN FACTORS AND E-COMMERCE CHAPTER 7 BUNDLING AND UNBUNDLING OF ELECTRONIC CONTENT; CHAPTER 8 CURRENT AND FUTURE INSIGHTS FROM ONLINE AUCTIONS A RESEARCH FRAMEWORK; PART III MANAGEMENT OF MOBILE AND INFORMATION TECHNOLOGY INFRASTRUCTURE; CHAPTER 9 PEER-TO-PEER TECHNOLOGIES FOR BUSINESS-TO-BUSINESS APPLICATIONS; CHAPTER 10 TOPOGRAPHICAL LEVERAGING OF SHARABLE SERVICES THE CONCEPT OF CAPACITY PROVISION NETWORKS; CHAPTER 11 MOBILE COMMERCE A VALUE SYSTEM PERSPECTIVE; CHAPTER 12 EXPLAINING THE SUCCESS OF NTT DOCOMO'S I-MODE THE CONCEPT OF VALUE SCOPE MANAGEMENT
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Sommario/riassunto

Divided into four parts, this book offers a state-of-the-art survey of information systems research on electronic commerce. It provides the framework for understanding the business trends, emerging opportunities, and barriers to overcome in the rapid developments taking place in electronic business and the digital economy.
