Record Nr. Autore	UNINA9910457724703321 Tassabehji Rana
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Sommario/riassunto	This book provides an understanding of e-commerce by deconstructing it into its main constituents and explaining how they fit together. The objective is to introduce some consistency to the often contradictory views about e-commerce, bringing together different academic and management theories and frameworks into a coherent whole. It is written with a European perspective with exa
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