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Nota di contenuto	Cover; Contents; Preface; Introduction; Chapter 1 - Introduction to e-commerce; Chapter 2 - The technology; Chapter 3 - Elements of e-commerce: applications; Chapter 4 - Security and e-commerce; Chapter 5 - E-business models; Chapter 6 - From dot com to dot bomb; Chapter 7 - Public policies and legal issues; Chapter 8 - The impact of 'e' on economic and management thinking; Conclusions; Chapter 9 - To the future and beyond; Index; Appendices; Appendix 1: OSI Reference Model; Appendix 2: Select Committee on Public Accounts 'First Report' Appendix 3: Internet and E-mail Policies and Guidelines Appendix 4: The Internet and How it Came into Being; Appendix 5: Who Manages the Internet?; Appendix 6: Guidelines for Data Protection
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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