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By LAO GUO LING ZHU

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Publisher: Electronics Industry Publishing House Pub. Date :2010-09-03. This book is reprinted six times in the first edition based on the combination of theory and practice of e-commerce in recent years the latest development and teaching practice to get feedback and experience. changes made. E-book from the theory of architecture. in line with e-commerce is based on the network. e-commerce applications targeted at business idea. starting from the actual case of anatomy. try a combination of technology and management from the perspective of description and understanding of electronic business. Introduction to specific content. including e-commerce. e-commerce business models. e-commerce technology infrastructure. e-commerce software and hardware tools. e-commerce security. e-cash flow. logistics and supply chain e-commerce. e-marketing. e-commerce environment. electronic Website and e-business systems planning and implementation. This book can be used as e-commerce and related undergraduate. graduate and MBA student with a book. or as a reference book for those interested in e-commerce. Contents: Chapter 1 Introduction 1.1 e-commerce e-commerce categories outlined in 1.2 1.3 1.4 e-commerce features compare two generations of e-commerce e-commerce impact 1.5 1.6 1.7 theoretical...



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