



E-commerce: business. technology and society (translated version) [Paperback]

By LAO DUN

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback Pages Number: 802 Language: Simplified Chinese Publisher: Higher Education Press; 1st edition (June 1. 2004). E-commerce: business. technology and society (translated version) is divided into four Chapter 14 . By Lawton (Laudon) and Terry Buddha (Traver). E-commerce: business. technology. and society (E-ommerce: business. technology. society) a book. from the business principle of network technology. social environment. three The combination of angle of the major themes discussed e-commerce. E-commerce: business. technology and society (translated version) the main line of the combination of technology and management. introduction to start from the basic concepts of e-commerce leads to support the technical foundation of e-commerce. business principles. and support e-commerce the development of social and legal environment. Finally. e-commerce application example in all walks of life. the whole context is very clear. About the basic concepts of e-commerce. e-commerce: business. technology and society (translated version) is not only clearly illustrates the definition of e-commerce. the difference between the classification. the E-commerce and E-business. but also the first generation The concept of e-commerce (electronic commerce) and second-generation e-commerce (electronic commerce). The first e-commerce...



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