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ebusiness Integration

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It seems so simple, shopping online. But IT professionals behind making that point-and-click so deceptively

simple know the truth: Bringing together all the elements necessary for a single online transaction is quite an engineering feat. The key to success in this arena can be summed up in one word: integration. / *By David Baum, with Claire Dessaux and Nadina Talukdar*

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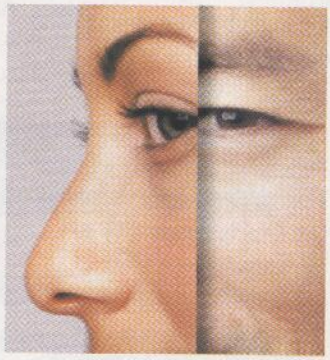

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