



## E-Commerce: Issues, Perspectives and Challenges in the Indian Context

By Versha Mehta, Alka Sharma & Komal Nagar (Eds)

KW Publishers, New Delhi, India, 2010. Softcover. Book Condition: New. First Edition. This book has been edited with the purpose of creating and illustrating various aspects of e-commerce and integrating them with the functional aspects of management, namely Marketing, Human Resource Management and Finance. The issues have been addressed with an intention to make things lucid and understandable. In this respect, the book provides a structure that will help managers, academicians and students to see more clearly how e-commerce has helped in sustaining competitive advantage, which continues to remain the primary objective of all business organisations universally. Further, the book documents research findings and illustrate examples which demonstrate how various allied areas contribute to and take help from e-commerce. It also discusses how e-commerce should be managed: how it should be made a part of everyday business operations. Finally, the book raises questions and suggests issues that should be addressed by thoughtful managers who are trying to overcome challenges to achieve competitive advantage through e-commerce. printed Pages: 364.



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