



## Introduction to Electronic Commerce

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By David King Efraim Turban

Pearson Education, 2010. Softcover. Book Condition: Neu. Gebraucht - Sehr gut Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - Explore the essential concepts of electronic commerce. Written by experienced authors who share academic as well as real-world practices, this text features exceptionally comprehensive yet manageable coverage of a broad spectrum of EC essentials from a global point of view. The third edition pays special attention to the most recent developments in online behavior in our business, academic, and personal lives. 539 pp. Englisch.



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