



E-commerce Essentials (4th edition institutions of higher learning in the 21st century e-commerce education textbook series) (Chinese Edition)

By ZHEN FU MING

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Pub Date: 2012-05 Pages: 285 Publisher: Northeast Choi [Book Description] E-commerce Essentials (4th edition Universities of the 21st century e-commerce education textbook series). edited by Zhen Fu Ming. this is a fully embodies the Arts and the penetration of the book. and it relates to computer networks and security. financial. economic. trade. and even legal. In fact. any significant practical problems of modern society and both are disciplinary. Arts and penetration. like very concerned about the network economy. the knowledge economy is true. Author [Contents] Chapter 1. Internet Technology Introduction Overview the basics 1.2 Internet 1.3 Internet Services 1.4 Internet learning target 1.1 Internet access technology 1.5 ih bound thinking and practice Chapter 2 network economy Summary 2.4 Summary of Chapter 3 of the thinking and practice learning the target 2.1 IT and information network 2.2 Network economy generated and run 2.3 network economic principles of economics of e-commerce conceptual model of learning objectives 3.4 Summary 3.1 Overview of the development of e-commerce 3.2 3.3 e-commerce e-commerce function and application of thinking and practice Chapter 4 e-commerce model analysis...



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