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Introduction to E-Commerce Zheng Qin,Guolong Wang,Wanqiu Deng,Yanli Hao,2025-01-03 This book brings together the new trends new knowledge new methods and new tools in the development of e commerce in China and global and appropriately expounds the basic concepts and cultural concepts of e commerce from the perspective of e commerce basic knowledge and e commerce culture The key technology involved including e commerce support payment and security is introduced This book highlights the practical application of the applied psychology of e commerce in business activities and expounds the system structure transaction mode and decision making strategy paradigm of e commerce with typical examples This book helps readers to understand the basic concepts the latest knowledge and the way of e commerce development This book elaborates the theory specific tools methods and practical experience which can be used as a textbook or professional book for e commerce courses and also a reference book for interested readers

E-Commerce Mamta Bhusry,2005 *The Complete E-Commerce Book* Janice Reynolds,2017-06-29 The Complete E Commerce Book offers a wealth of information on how to design build and maintain a successful web based business Many of the chapters are filled with advice and information on how to incorporate current e business principles o

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features exceptionally comprehensive yet manageable coverage of a broad spectrum of E commerce essentials from a global point of view Extremely user friendly and practical it features vignettes application cases and real world cases in each chapter Perfect for courses where the professor chooses to use supplemental material or in a course where the professor wants a brief book

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The E-commerce Question and Answer Book Anita Rosen, 2002 This practical question and answer guide provides all the information business people need to know about e commerce It explains what it s all about which technology is used how to create and market a successful Web site and how to incorporate e commerce into an overall business strategy

E-Commerce Parag Diwan, Sunil Sharma, 2002-08 This book covers various standards in E commerce e g data communication and data translation There are extensive illustrations on various issues and E commerce models which provide a direction in the process of universal E commerce It is a complete guide to a business manager

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