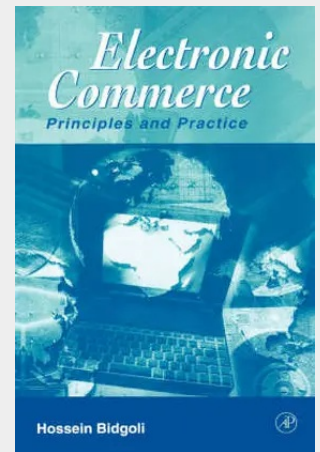


Electronic Commerce

This four-part overview of electronic commerce offers a more thorough and technical view of the subject than many recent books on the subject. The book provides a balance of theories, applications, and hands-on material. Electronic Commerce is divided into four parts: Electronic Commerce Basics, Electronic Commerce Supporting Activities, Implementation and Management Issues in Electronic Commerce, and Appendix and Glossary. The book's chapters begin with introductions of leading companies with significant e-commerce expertise and at least two small case studies. They include 10 or more hands-on exercises, encouraging readers to explore and analyze sites, and a list of key terms and bibliographic citations. They conclude with 25-30 review questions and 6-10 projects for further investigation.

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