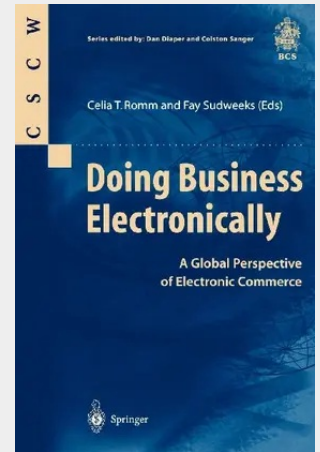


Doing Business Electronically

A Global Perspective of Electronic Commerce

Electronic commerce is regarded as one of the most important commercial uses of information technology in recent times. As more and more companies adopt networking technology, ways of doing business are changing dramatically and electronic commerce is proving invaluable for dealing with suppliers, customers and partners distributed across the globe. This volume provides a collection of readings covering all the major areas of electronic commerce, including those related to the World Wide Web. It does not focus on technical issues, but instead examines the general, commercial, social and cultural aspects of using electronic commerce. It will be invaluable reading material for final year undergraduate and postgraduate students on courses in Electronic Commerce and Computer-Mediated Communication. It will also provide supplementary reading for courses in Business Information Technology, Information Systems, Organisational Change and Project Management.

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