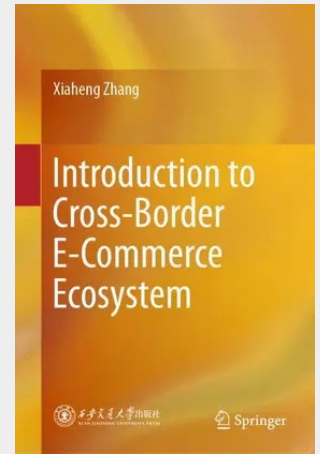


## Introduction to Cross-Border E-Commerce Ecosystem

This book combines the current development status of cross-border e-commerce, proposes the theory of cross-border e-commerce ecosystem, and provides an overall interpretation of cross-border e-commerce from macro, meso, and micro perspectives around core elements. The topics involved in this book include cross-border e-commerce platforms, cross-border logistics, cross-border payments, marketing management, risk management, etc., almost covering the main links of cross-border e-commerce transaction activities, reflecting the cutting-edge trends of cross-border e-commerce at the current stage, and has important theoretical significance and practical value for promoting the development of global cross-border e-commerce.

The translation was done with the help of artificial intelligence. A subsequent human revision was done primarily in terms of content.

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**117,69 €**

109,99 € (zzgl. MwSt.)

*Lieferfrist: bis zu 10 Tage*

**Artikelnummer:** 9789819611645

**Medium:** Buch

**ISBN:** 978-981-961164-5

**Verlag:** Springer

**Erscheinungstermin:** 22.08.2025

**Sprache(n):** Englisch

**Auflage:** Erscheinungsjahr 2025

**Produktform:** Gebunden

**Gewicht:** 586 g

**Seiten:** 269

**Format (B x H):** 160 x 241 mm

