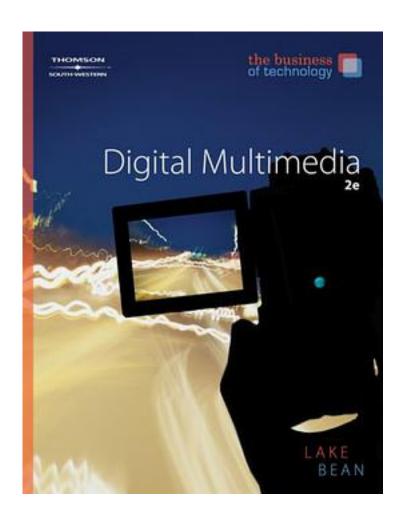# The Business of Technology

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出版者:South-Western Educational Pub

出版时间:2007-02-14

装帧:Hardcover

isbn:9780538445276

DIGITAL MULTIMEDIA, 2E prepares students for the workplace by teaching them to use business-standard software applications to complete projects and solve problems. The non-software-specific approach gives students a strong foundation in the

concepts and practices of digital multimedia and allows the text to focus on the more creative end of business technology.

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