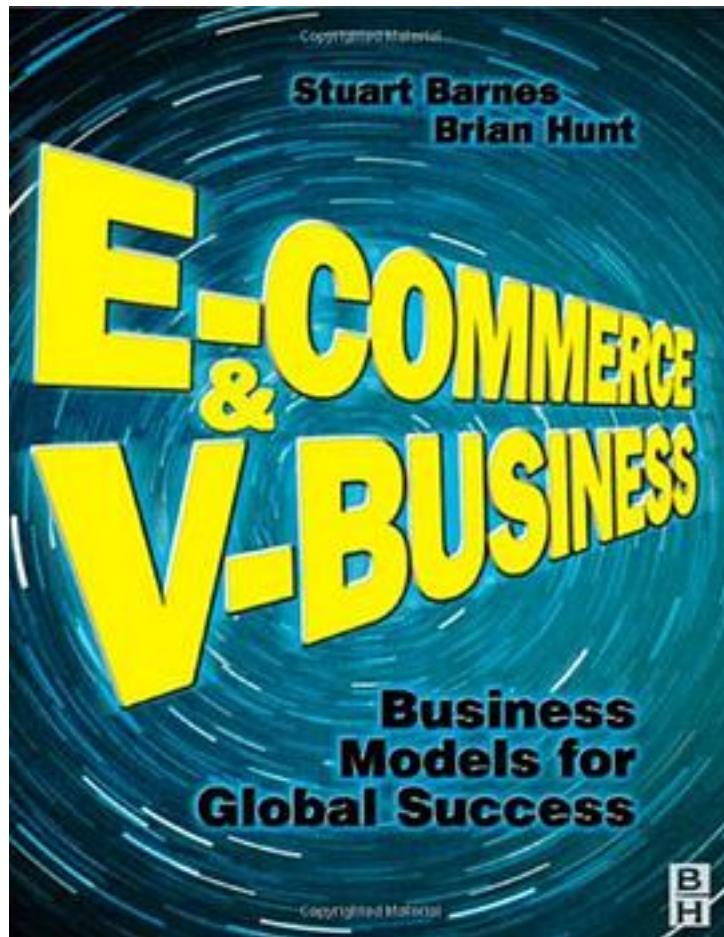


# E-commerce and V-business



[E-commerce and V-business\\_下载链接1](#)

著者:Barnes, Stuart (EDT) / Barnes, Stuart/ Hunt, Brian (EDT)

出版者:Butterworth-Heinemann

出版时间:2000-11

装帧:Pap

isbn:9780750645324

"E-Commerce and V-Business" examines the impact of the Internet and associated technologies on two related aspects of business: electronic commerce and virtual organisation. Using a combination of recent theory and empirical evidence, it

demonstrates how forward thinking organisations are reaping considerable strategic advantage from exciting new business models in these areas. Such models require radical rethinking of many aspects of traditional business. The book covers many of the critical and contemporary issues stemming from these important new developments. One of the first texts to explicitly recognize the converging aspects of electronic commerce and virtual organisation, it is an up-to-date, leading academic text involving an international team of experts. It is packed with recent case studies illustrating how electronic commerce and virtual business have created significant strategic benefits.

作者介绍:

目录:

[E-commerce and V-business 下载链接1](#)

标签

评论

---

[E-commerce and V-business 下载链接1](#)

书评

---

[E-commerce and V-business 下载链接1](#)