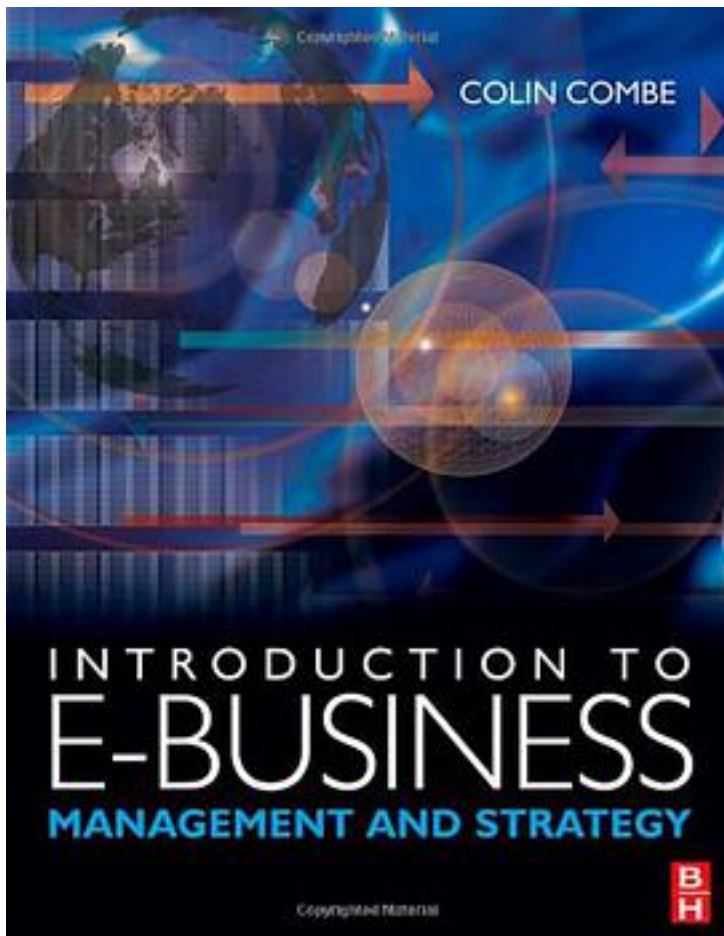# An Introduction to E-Business

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"An Introduction to E-Business" provides the contemporary knowledge of the key issues affecting the modern e-business environment and links theory and practice of management strategies relating to e-business. This book brings together the most

cogent themes for an introduction to e-business and constitutes a valuable contribution to formalising common themes for teaching the subject in higher education. It brings together theoretical perspectives based on academic research and the application of e-business strategies. These concepts are further explored in the six case studies that follow the set chapters.This new textbook integrates the main themes to provide a complete picture of the key elements relevant to an introductory text in e-business. To fully appreciate the e-business environment it is necessary to understand the links between the different disciplines that come together to form. This book integrates business, management, strategic management, technology, marketing and economics within the context of e- business. It provides practical insight by including a selection of in depth case studies on high profile companies, such as Amazon.com, e-Bay and Google.

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目录:

An Introduction to E-Business_下载链接1_

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