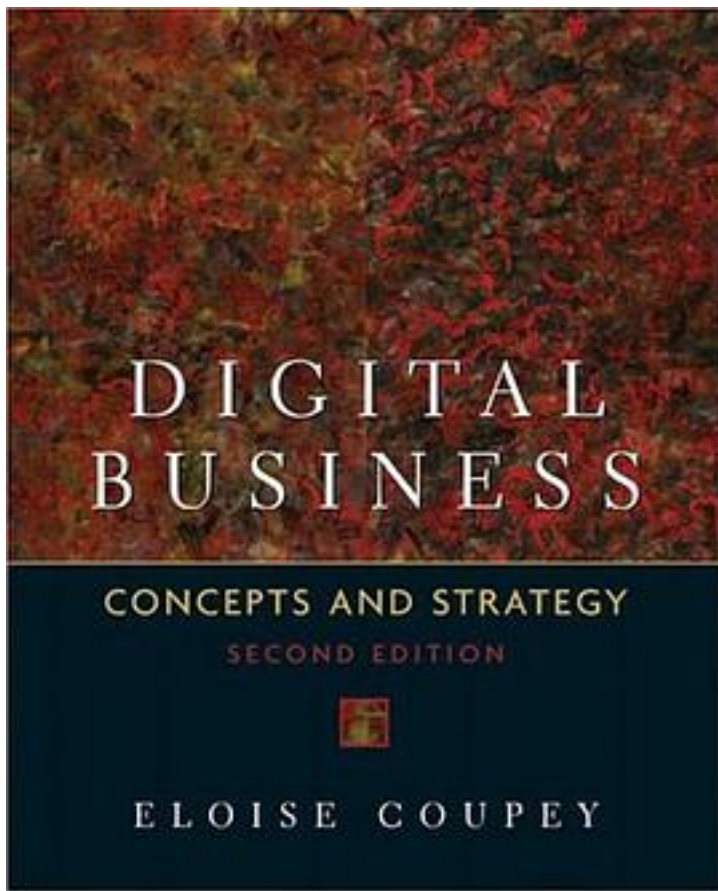# Digital Business

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著者:Coupey, Eloise

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For courses in Marketing on the Internet/Electronic Marketing. As businesses adapt to the realities of the digital world, this text is designed to provide students with the conceptual and practical knowledge they need to understand the implications of the Internet for business. It guides readers through the concepts, trends, and

characteristics of doing business online, to provide them with the ability to develop and implement effective strategies for digital business.

作者介绍:

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