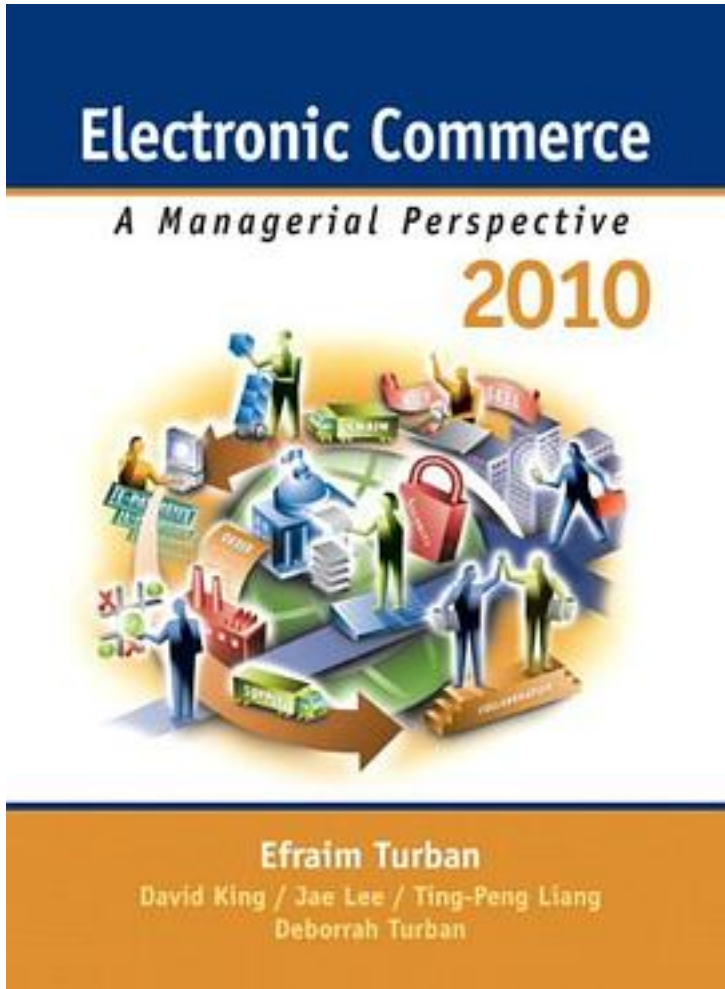# Electronic Commerce 2010

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出版者:Prentice Hall

出版时间:2009-10-22

装帧:Hardcover

isbn:9780136100362

Electronic Commerce provides a thorough explanation of what EC is, how it's being conducted and managed, and how to assess its major opportunities, limitations,

issues, and risks–all in the social-computing business environment. Overview of Electronic Commerce; E-Marketplaces: Mechanisms, Tools, and Impacts of E-Commerce; Retailing in Electronic Commerce: Products and Services; Consumer Behavior, Market Research, and Advertising; B2B E-Commerce; E-Supply Chains, Collaborative Commerce, and Corporate Portals; Innovative EC Systems: E-Government and E-Learning to Consumer-to-Consumer Commerce; Mobile Computing and Commerce and Pervasive Computing; The Web 2.0 Environment and Social Networks; E-Commerce Fraud and Security; Electronic Commerce Payment Systems; Fulfilling E-Commerce Orders and Other EC Support Services; E-Commerce Strategy and Global EC; Economics and Justification of Electronic Commerce; Launching a Successful Online Business and EC Projects; Regulatory, Ethical, and Compliance Issues in EC; Dynamic Trading: E-Auctions, Bartering, and Negotiations; Building E-Commerce Applications and Infrastructure MARKET : For readers interested in understanding the workings of Electronic Commerce through a managerial perspective.

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