Strategies for E-Business
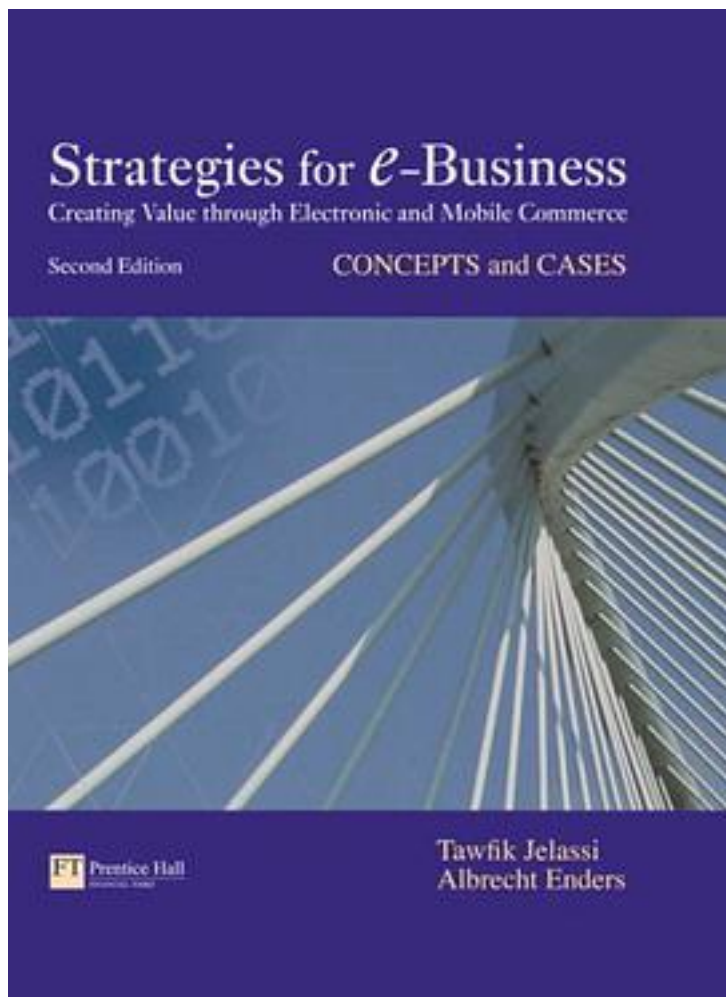

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Ideal for MBA students and upper level undergraduates, this book utilises extensive research, strategic frameworks, a methodological toolset and original real-world case

studies to link e-business to overall corporate strategy. It builds awareness and sharpens students' analytical understanding of how companies have developed and implemented electronic and mobile commerce strategies in the real world and the issues and challenges that e-commerce strategies and applications present.

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