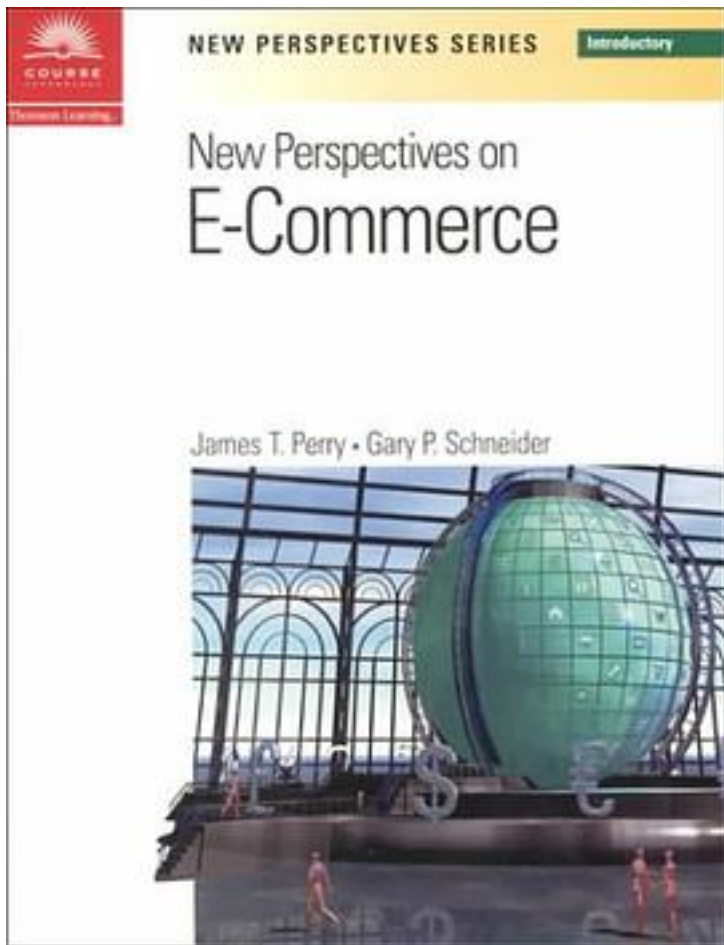


New Perspectives on E-Commerce -- Introductory



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Part of the New Perspectives Series, this text provides an excellent introduction to e-commerce. Using a case-based approach, students learn the fundamentals of e-commerce through real-life business scenarios.

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