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Written by an academic with many years experience on the subject, this
book covers all areas of Electronic Commerce, from the business use and
implications of EC to an outline of the technical requirements. Table
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ELECTRONIC COMMERCE Chapter 1 Electronic Commerce PART ...

e-COMMERCE: STRATEGY, TECHNOLOGIES AND APPLICATIONS
Introduction to E-Commerce, 2/e, by Rayport and Jaworski, can be used
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marketing, The text covers the entire landscape of e-commerce. The key
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Chapter 17 Electronic Commerce-Let a Thousand Flowers Bloom
Bibliography Index

E-commerce : strategy, technologies and applications (Book ...
Chapter 4: Business strategy E-Commerce ©David Whiteley/McGraw-Hill,
2000 2 Corporate strategy 'Corporate strategy is the pattern of major
objectives, purpose or goals and essential policies or plans for
achieving those goals, stated in such a way as to define what business
the company is in or is to be in and the kind of company it is or is
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