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paperback. Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Paperback. Pub Date :2004-12-01 Publisher: Tsinghua University Press title: e-commerce and tutorials Original Price: \$ 30 Author: Chen Kehe Press: Tsinghua University Press Publication Date :2004-12-01ISBN: 9787302056218 Words: Page: Revision: Version 1 Format: Folio: 16 open commodity identification: J2A Editor's Choice book proceed from the point of view of marketing management. combined with a large number of cases. about the basics of e-commerce and its application. The main contents include: basic knowledge of the concept. connotation. essence and characteristics of the e-commerce; international background of electronic commerce. the process of development and e-commerce development in China; impact of e-commerce of all walks of life. of e-commerce in China existing problems and countermeasures; e-commerce technology. payment and legal environment; application of e-commerce mode. such as B to B. B to C. C to C. B & C to C. as well as e-commerce in foreign trade field; enterprise to an Internet-based network marketing. The characteristics of this book is to introduce the basics of e-commerce and theory at the same time. combined with the specific case. focusing on the application of e-commerce. The book can be used as the institutions of higher learning on undergraduate and specialist raw materials. but also stay as a provider for businesses and people from all walks of life interested in e-commerce reference book. Abstract no connotation of an e-commerce concept of Contents Contents Chapter 1 E-commerce Overview 1.1 definition of e-commerce 1.2 The essence of e-commerce and e-commerce features of 1.3 to 2.1 electronic review to thinking questions Chapter 2 generation of e-commerce and the development process The background of the business generated by the process of development of e-commerce 2.2 2.3 China's e-commerce development...

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