


[DOWNLOAD](#)


E-commerce and M-commerce

By Shweta Srivastava

LAP Lambert Academic Publishing Dez 2016, 2016. Taschenbuch. Condition: Neu. Neuware - Developments in E-commerce and M-commerce are inarguably the biggest technological advancements in modern-day businesses and technologies. Its impact has reached every corner of the world, benefitting organisations across sectors and industries. The future role of E-com and M-com are predicted to be a necessity rather than a value-add. This book is aimed at people looking to understand the fundamental concepts related to E-com and M-com, its relevant technologies and current business applications. The book provides coverage of all the elements of E-com and M-com including concepts, evolution, models, frameworks, technologies, payment protocols, payment systems, security measures, and open issues related to both areas. It also covers the list of companies offering electronic payment systems along with their case studies, and provides overview of contemporary mobile apps. It also highlights past, present and future scenarios of both the areas and their impact on businesses, customers and societies. It is a comprehensive and a single source guide for both graduate and postgraduate students, professionals and anyone who want to level up their understanding in these fields. 280 pp. Englisch.



[READ ONLINE](#)
[3.41 MB]

Reviews

These kinds of publication is the ideal pdf offered. It generally is not going to expense too much. I am just delighted to let you know that this is actually the very best book i have go through inside my very own life and might be he finest ebook for ever.

-- **Mabelle Schoen**

Great e book and beneficial one. It is amongst the most awesome pdf i actually have read through. You wont feel monotony at at any time of your own time (that's what catalogs are for relating to if you request me).

-- **Dorothy Daugherty**