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Introduction to e-commerce (institutions of higher education teaching Eleventh Five Year Plan)

By HUANG YAN HUI

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Pages Number: 167 Publisher: China Water Conservancy and Hydropower Pub. Date :2009-01-01 version 1. The book contains an overview of e-commerce. e-commerce technology based companies to build e-commerce. Internet marketing. electronic payment. e-commerce and logistics. E-commerce security technology and the law of seven chapters. a comprehensive and systematic introduction to the overall e-commerce framework and covers the main content and focus from the face of e-commerce management theory and practical issues in-depth study in order to make the reader After reading the book can e-commerce theory. technology and applications have a clear and complete understanding. In the preparation of the book has three characteristics: first. the book with a large number of new case studies. each chapter begins with the case. consider the case with the last chapter. and most cases are taken from the last few years the focus of events at home and abroad ; second. to facilitate learning. each chapter has learning objectives. and should understand that knowledge points. with a chapter summary chapter at the end are the review and the corresponding reflection questions; third....



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