

ELECTRONIC COMMERCE

Gary P. Schneider



Gary P Schneider Electronic Commerce

Gary Schneider

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Electronic Commerce Basics Electronic Commerce Supporting Activities Implementation and Management Issues in Electronic Commerce and Appendix and Glossary The book s chapters begin with introductions of leading companies with significant e commerce expertise and at least two small case studies They include 10 or more hands on exercises encouraging readers to explore and analyze sites and a list of key terms and bibliographic citations They conclude with 25 30 review questions and 6 10 projects for further investigation Offers a generalist s overview of the field and its major players for people with little or no technical background Every chapter starts with an industry profile and two information boxes which serve as case studies and point to practical applications Projects and hands on exercises conclude each chapter

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