

E-commerce Essentials

first edition

Kenneth C. Laudon
Carol Guercio Traver

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them aware of the need to adopt a sensitive approach towards business communication Its unique pedagogical features include illustrations practical guides boxes with easy references exhaustive examples that reflect the changing business world charts and diagrams as value addition to the text and exercises to help in improving linguistic skills

International Business and Information Technology Gerald Karush, Masood Samii, 2004-04-15 Topical and timely this breakthrough text analyzes the relationship between international business operations and information technology First it assesses the impact of current developments in IT on the operation of multinational corporations both on a practical and theoretical level and explores how IT can improve competitive advantage Secon

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