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Reviews

The ebook is fantastic and great. I really could comprehend every thing out of this published e publication. You can expect to like the way the blogger write this publication.
(Precious Farrell)

THE ELECTRONIC COMMERCE LIQI BOOK PEOPLE'S POSTS AND TELECOMMUNICATIONS PRESS(CHINESE EDITION)



paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Paperback. Pub Date :2004-01-01 Pages: 237 Publisher: People's Posts and Telecommunications Press title: Electronic Commerce original price: 21.00 yuan of: LiQi etc. Edited Press: People's Posts and Telecommunications Press Publication Date :2004-1 -IISBN: 9787115098726 Words: 370.000 yards: 237 Edition: 1 Binding: Paperback: size and weight of the product: Editor's Choice \ t \ t \ t Summary Introduction to e-commerce is the e-commerce professional core courses . Book from the aspects of the cross-cutting nature of the discipline. the edge. comprehensive. systematic and advanced nature in order to lay a good foundation of student learning and e-commerce professional. basic knowledge of e-commerce. more comprehensive and in-depth introduction and discussion. The book includes the basic theory of the basic concepts of e-commerce. the basic principles and the e-commerce economy. management. technical environment. e-commerce; government's role in e-commerce and enterprise e-commerce applications and consumer e-commerce applications; e-commerce industry and e-commerce economic analysis. This material is prepared for e-commerce undergraduate. Undergraduate course as economics. management. and information. learning specialist teachers. students and workers in the post. such as e-commerce knowledge of the reference books. Simple concept of e-commerce Overview Contents Chapter 1 \ t11.1 e-commerce Summary \ t11.1.1 e-commerce \ t11.1.2 e-commerce features \ t11.1.3 e-commerce impact the early \ t41.2 e-commerce \ t61.2.1 early e-commerce tools \ t61.2.2 EDI-based international trade the \ t81.3 modern e-commerce \ t121.3.1 Internet e-commerce \ t121.3.2 WTO e-commerce \ t151.3.3 e-commerce classification \ t181.4 e-commerce outlook \ t201.4.1 government and businesses (G2B or G to B) e-commerce \ t201.4.2 individuals to individuals (C2C or C to C) e-commerce of \ t201.4.3 global e-commerce trends \ t211.4.4 China's e-commerce trends \ t21 Chapter Summary...



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