



## Electronic Commerce 2010

By King E. Turban

Pearson Education, 2009. Softcover. Book Condition: Neu. Gebraucht - Sehr gut Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - This title is a Pearson Global Edition. The Editorial team at Pearson has worked closely with educators around the world to include content which is especially relevant to students outside the United States. Explore the many aspects of electronic commerce through a managerial perspective. Electronic Commerce provides a thorough explanation of what EC is, how its being conducted and managed, and how to assess its major opportunities, limitations, issues, and risks -all from a managerial perspective that helps make EC relevant to majors and non-majors alike. The new edition reflects the latest topics that have emerged in the EC field, including social computing and Green IT. 968 pp. Englisch.



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