

《什么是电子商务？》

图书基本信息

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作者：Feng Li

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内容概要

Based on fifteen years' experience teaching e – Business modules, Feng Li takes the reader through the vast range of topics and issues surrounding e – business. This much – needed new text gives business and technology students the integrated framework they need to interpret conflicting and rapidly changing business phenomena. A coherent introduction to e – business. Features case studies of the transformation of various industries, including banking, the music industry, e – tailing, the telecoms industry, and e – public services. Discusses emerging issues such as privacy, security, identity and presence in the cyber world, Internet marketing, legal, regulatory, social and political issues. Supported by online lecturer and student resources, available soon.

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作者简介

Feng Li is Chair of E-Business Development at the University of Newcastle upon Tyne Business School.

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