

《电子商务》

图书基本信息

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内容概要

《电子商务》是新世纪广东省高等教育教学改革工作项目《中英职教商务文秘专业课程改革与实践》的成果之一。国际商务系列教材的讲义曾在深圳职业技术学院应用外国语学院学生中试用，经过不断修改和润色，最终形成了这本电子商务的双语教材。《电子商务》可作为电子商务专业的教材，也供读者自学之用。

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