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Laudon & Traver, E-Commerce 2017, 13th Edition | Pearson

Understanding the Vast and Expanding Field of E-commerce . Laudon's E-commerce 2017: Business, Technology, Society emphasizes three driving forces behind the expanding field of e-commerce: technology change, business development, and social issues. A conceptual framework uses the templates of many modern-day companies to further demonstrate the differences and complexities in e-commerce today.

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using e-commerce to satisfy their communication and business needs. This subject guide is designed to support you when studying the University of London BSc in Computing and Information Systems course unit Electronic Commerce. The subject guide consists of:

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E-Commerce 2017 (13th Edition) by Laudon, Kenneth C ...

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The Best Books for Mastering the Ecommerce World

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Top Magento eCommerce eBooks You Need To Read In 2017

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