

E Commerce 2018 14th Edition Laudon Kenneth

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A) e-business B) digital commerce C) the Internet D) the Web Answer: B Difficulty: Easy AACSB: Application of knowledge Learning Objective: 1.2: Define e-commerce, understand how e-commerce ...

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For the undergraduate and graduate e-commerce course in any business discipline. This comprehensive, market-leading text emphasizes the three major driving forces behind e-commerce to provide a coherent conceptual framework for understanding the field: technology change, business development, and social issues.

~~E-commerce: Business, Technology, Society - Kenneth C ...~~

E-commerce Buyers and sellers together make up e-commerce, short for electronic commerce. E-commerce is the transaction between a buyer and a seller, which is done through online technologies. It is the process of using the internet to buy or sell online.

~~E-Commerce: E-Commerce Fundamentals~~

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