

*Librería*  
***Bonilla y Asociados***  
*desde 1950*



**Título:** Electronic Commerce

**Autor:** Turban Efraim

**Precio:** \$810.00

**Editorial:**

**Año:** 2008

**Tema:**

**Edición:** 4ª

**Sinopsis**

**ISBN:** 9780132243315

About this title: This text describes the essentials of electronic commerce-how it is being conducted and managed as well as assessing its major opportunities, limitations, issues, and risks. It is a clear, simple, well-organized book, and provides all the basic definitions as well as logical support. Using extensive, vivid examples from large corporations, small businesses, government and not-for-profit agencies from all over the world, it makes the concepts presented come alive for readers.