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**Autor:** Karim Mohammed Rezaul

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In emerging and global economies, e-commerce and e-business have become increasingly necessary components of business strategy and strong catalysts for economic development.

Strategic and Pragmatic E-Business: Implications for Future Business Practices disseminates information on the new practices and techniques in e-business and promotes a better understanding of contemporary issues and solutions to existing and emerging challenges. Making prospective audiences aware of concurrent business needs, models, trends, methods, and techniques, this books targets: e-commerce vendors, business managers, entrepreneurs, software industries, the digital media world, and online merchants who wish to build strong consumer brands.