

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



**Título:** Introduction To Electronic Commerce

**Autor:** Turban Efraim

**Precio:** \$590.00

**Editorial:**

**Año:** 2010

**Tema:**

**Edición:** 3ª

**Sinopsis**

**ISBN:** 9780136109235

Written by experienced authors who share academic as well as real-world practices, this text features exceptionally comprehensive yet manageable coverage of a broad spectrum of E-commerce essentials from a global point of view.

Overview of Electronic Commerce; E-Marketplaces: Mechanisms, Tools, and Impacts of E-Commerce; Retailing in Electronic Commerce: Products and Services; Online Consumer Behavior, Market Research, and Advertisement; B2B E-Commerce; Innovative EC Systems: From E-Government and E-Learning to C2C E-Commerce and Collaborative Commerce; The Web 2.0 Environment and Social Networks; Mobile Computing and Commerce; E-Commerce Security and Fraud Protection; Electronic Payment Systems, Order Fulfillment, and Other Services; EC Strategy and Implementation: Justification, Globalization, SMEs, and Regulatory and Ethical Issues

Perfect for anyone looking for a brief or supplemental text on EC. Ideal for busy executives.