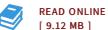


E-Commerce 2012

By Kenneth C.;Traver Laudon

Prentice Hall, 2012. Taschenbuch. Book Condition: Neu. Neu Neuware, Importqualität, auf Lager, Versand per DHL/Dpd - For the undergraduate and graduate e-commerce course in any business discipline. The market-leading text for E-commerce. This comprehensive, market-leading text emphasizes the three major driving forces behind E-commerce; technology change, business development, and social issues; to provide a coherent conceptual framework for understanding the field. 912 pp. Englisch.





Reviews

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