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CS839 Web Intelligence and Electronic Commerce (Fall 2012)

Textbook: Kenneth Laudon and thCarol Traver, E-Commerce: Business, Technology, Society (8 Edition), Pearson 2012, ISBN13: 978-0-13-801881-8 There is no specific textbook required for Web Intelligence part Additional References: There are many excellent Ecommerce textbooks available, and you may also find them useful for reference

E-commerce Essentials. Kenneth C. Laudon, Carol Guercio Traver

E-commerce Essentials Kenneth C Laudon, Carol Guercio Traver 0133544982, 9780133544985 Kenneth C Laudon, Carol Guercio Traver Pearson, 2014 448 pages 2014 E-commerce Essentials Based on the authors' market-leading E-Commerce Business Technology Society, this brief book offers the same thought-provoking and current content but in a

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Understand key business concepts and strategies applicable to e-commerce LEARNING OBJECTIVES CHAPTER E-commerce Business Models and Concepts 2 EC5E_Ch_02_2ndqxd 10/27/2008 11:52 AM Page 62 Because of permissions issues, some material (eg, photographs) has been removed from this chapter, though reference to it may occur in the text

1 INTRODUCTION C ISSUES FACED IJSER

nts/WebfluenzWhitePaper_E-CommerceInIndiapdf 3 The Economic and Social Impacts of Electronic Commerce" Organization of Economic Cooperation and Development (OECD) 4 E-Commerce 2009, 5/E Kenneth Laudon Carol Guercio Traven 5 The Economics of E-Commerce: A Strategic Guide to Understanding and Designing the Online Marketplace by :Nir

E-commerce 2014

E-commerce 2014, Global Edition, 10/e Table of Contents Cover Title Contents 1 INTRODUCTION TO E-COMMERCE Learning Objectives Puma Loves Social, Mobile, Omni 11 E-commerce: The Revolution Is Just Beginning The First 30 Seconds What Is E-commerce? The Difference Between E-commerce and E-business Why Study E-commerce?

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