

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



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This comprehensive, market-leading book emphasizes the three major driving forces behind e-commerce: technology change, business development, and social controversies. Each of these driving forces is represented in every chapter, and together they provide a coherent conceptual framework for understanding e-commerce, typical of Laudon books. The book offers in-depth and comprehensive coverage of concepts in marketing, economics, IS/IT, privacy and intellectual property. The book contains numerous case studies and an additional case book is available.