

Librería
Bonilla y Asociados
desde 1950



Título:

Autor:

Precio: \$1926.00

Editorial:

Año: 2007

Tema:

Edición: 1ª

Sinopsis

ISBN: 9781599048314

With the rapid advancement in information technologies, e-business is rapidly growing in significance and is having a direct impact upon business applications and technologies.

E-Business Models, Services and Communications provides researchers and practitioners with valuable information on recent advances and developments in emerging e-business models and technologies. This book covers a variety of topics such as e-business models, telecommunication network utilization, online consumer behavior, electronic communication adoption and service provider strategies, and privacy policies and implementation issues.