

Librería
Bonilla y Asociados
desde 1950



Título:

Autor:

Precio: \$2828.00

Editorial:

Año: 2009

Tema:

Edición: 1ª

Sinopsis

ISBN: 9781605660967

Education and research in the field of electronic commerce technology can prove problematic without the proper resources and tools on the most relevant issues, trends, and advancements. Selected Readings on Electronic Commerce Technologies: Contemporary Applications supplements course instruction and student research with quality articles focused on key issues concerning the technologies and applications of electronic commerce. Containing over 30 chapters from authors across the globe, these selected readings in areas such as e-marketing, IT business, and mobile commerce depict the most relevant and important areas of classroom discussion within the categories of fundamental concepts and theories; development and design methodologies; tools and technologies; application and utilization; critical issues; and emerging trends.