

Librería
Bonilla y Asociados
desde 1950



Título:

Autor:

Precio: \$2479.00

Editorial:

Año: 2012

Tema:

Edición: 1^a

Sinopsis

ISBN: 9781466618008

Electronic Commerce Management for Business Activities and Global Enterprises: Competitive Advantages is written as an e-commerce textbook for undergraduate and graduate students in various business programs, including information systems, marketing, computer science, and MBA. In addition to serving as a textbook in e-commerce, this book also provides an excellent repository for instructors, researchers, and industry practitioners for their research ideas, theories, and practical experiences.

In addition to regular topics traditionally taught in the classroom, this textbook addresses the many new emerging ideas and applications and presents tools and techniques in all aspects of e-commerce development and management in the global economy.