

<<Strategies for Elect>>

图书基本信息

书名：<<Strategies for Electronic Commerce on Internet电子商务与因特网的战略>>

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### 内容概要

The Internet isn't going anywhere.

Businesses that exploit it wisely will succeed, while those who don't will have to struggle mightily to compete.

Academic business analyst Henry C.

Lucas Jr.

seeks strategies that work and reports on them in *Strategies for Electronic Commerce and the Internet*.

Definitely not light reading, the prose is targeted at managers, executives, and entrepreneurs charged with developing or improving their company's Internet-related business.

Following the work of successful organizations like Cisco and Dell, analyzing strategies of dot-com phenomena like Amazon.

com, and considering the introduction of massive change into a company's infrastructure, Lucas provides a complete education on the whys and hows of electronic commerce.

Readers who fill in the details and put their own Internet plans into action will be at a distinct advantage--until the next communications revolution.

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