

<<什么是电子商务？>>

图书基本信息

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内容概要

What Is E-Business? provides a thorough and reflective introduction to business strategies for the Internet world. Based on fifteen years's experience teaching e-Business modules, Feng Li takes the reader through the vast range of topics and issues surrounding e-Business such as:

- New technologies and new business environment as the context for e-Business.
- New strategies and business models developed in response to the internet and related technologies.
- Organizational innovations necessary in order to implement and manage e-Business strategies.

The book will also explore the transformation of various industries, including banking, the music industry, e-tailing, the telecoms industry, and e-public services; and emerging issues such as privacy, security, identity and presence in the cyber world, Internet marketing, legal, regulatory, social and political issues. Students and teachers alike will welcome this coherent, well-tested text, with its student-friendly case examples, questions and summaries.

What Is E-Business?

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作者简介

Feng Li is Chair of E-Business Development at the University of Newcastle upon Tyne Business School.

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