

<<电子商务教程>>

图书基本信息

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### 内容概要

本书较为全面地透析了电子商务的商务、技术、补会领域。

作为教材，其重点着墨于电子商务的起源和商务模式演化、企业资源管理、客户关系管理、电子供应链管理、电子采购管理、电子预报及生产计划管理、电子支付系统、网络安全问题以及电子商务市场策略等。

该教材信息丰富，内容新颖，可供英语专业本科电子商务方向的学生使用，也可以作为公共外语的选读内容。

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