

E Commerce

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this text offers a comprehensive introduction to the theory and practice of e business and e commerce management the author dave chaffey brings his trademarks of authority clarity of expression and teaching expertise to bear on a subject in which he actively lectures and consults popular for its cutting edge and contemporary coverage this text offers an international approach and a good balance between the technical and managerial topics of central importance to developing an understanding of this subject developed for students studying e business or e commerce at undergraduate or postgraduate level and also used by many business managers this is the essential text to keep pace with technology strategy and implementation

der verkauf von waren und dienstleistungen uber das internet stellt auch heute noch immer eine zunehmend wichtiger werdende einnahmequelle fur unternehmen dar in der praxis zeigt sich jedoch dass unternehmen haufig mit massiven problemen zu kampfen haben viele unternehmen lassen sich dadurch von einem engagement im internet abschrecken oder stellen ihre aktivitäten entmutigt wieder ein aber auch erfolgreiche online handler werden tagtaglich mit neuen herausforderungen und trends konfrontiert und müssen ihre prozesse kontinuierlich optimieren genau hier setzt dieser leitfaden in seiner mittlerweilen 3 vollstandig uberarbeiteten und erweiterten auflage an er gibt kompakt und aus einem guss antworten auf die wichtigsten fragen rund um den elektronischen handel

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presents arguments pro and con on current issues in science and technology grouped around the themes of the place of science and technology in society the environment the cutting edge of technology the computer revolution and ethics

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