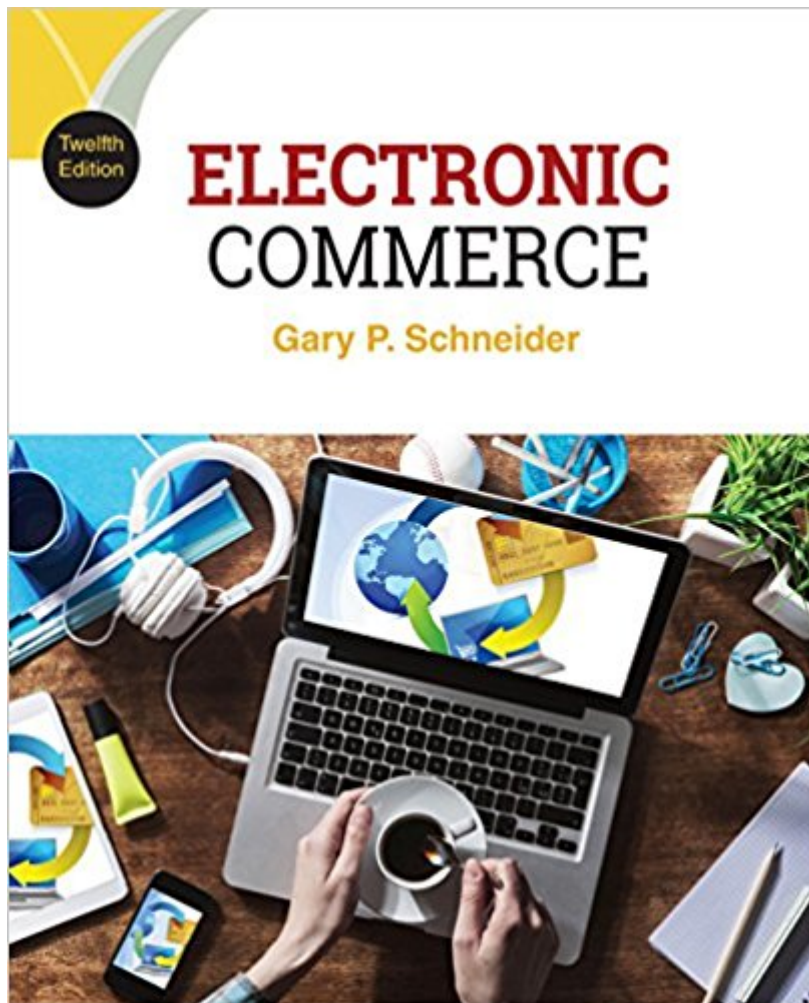




Ebook Directory
the best source of ebook

The book was found

Electronic Commerce



Synopsis

Introduce the latest developments in online business with the cutting-edge coverage, real examples, actual business cases, and hands-on applications found in the market-leading **ELECTRONIC COMMERCE**, 12E. This edition provides comprehensive coverage of emerging strategies, up-to-the-minute technologies, and the latest market developments. Students gain an understanding of the dynamics within this fast-paced industry as the book balances technological issues with the strategic business aspects of successful e-commerce. Content addresses e-commerce growth in the rapidly-developing economies of China, India, and Brazil and examines social media and online marketing strategies, technology-enabled outsourcing, and online payment processing systems. New "Learning From Failure" features draw important lessons from the experiences of actual companies. Cases featuring real company situations provide the basis for class presentations, case discussions, and extended written assignments.

Book Information

Paperback: 598 pages

Publisher: Course Technology; 12 edition (February 26, 2016)

Language: English

ISBN-10: 1305867815

ISBN-13: 978-1305867819

Product Dimensions: 9.1 x 7.3 x 1 inches

Shipping Weight: 1.7 pounds (View shipping rates and policies)

Average Customer Review: 4.7 out of 5 stars 4 customer reviews

Best Sellers Rank: #15,977 in Books (See Top 100 in Books) #8 in [Books > Business & Money > Management & Leadership > Project Management > Technical](#) #8 in [Books > Engineering & Transportation > Engineering > Industrial, Manufacturing & Operational Systems > Project Management](#) #13 in [Books > Computers & Technology > Business Technology > Management Information Systems](#)

Customer Reviews

Gary Schneider is a Professor of Accounting at California State University Monterey Bay. He previously held teaching appointments at Quinnipiac University, the University of San Diego, the University of Tennessee, and Xavier University. The author of more than 50 books and 100 research papers, Dr. Schneider has written extensively on accounting and information systems topics with his work appearing in such journals as *Accounting Horizons*, *Interfaces*, the *IS Audit &*

Control Journal, and the Journal of Information Systems. His books have been translated into Chinese, French, Italian, Korean, and Spanish. A CPA who practiced public accounting in Ohio for 14 years before undertaking his academic career, Dr. Schneider holds a Ph.D. in accounting information systems from the University of Tennessee, an MBA from Xavier University, and a BA in economics from the University of Cincinnati.

A requirement for my class, and certainly a helpful book - but be prepared for some dry reading spots, exploding with useful information you may have to read and re-read a few times.

Very helpful and in depth look at Electronic Commerce.

good

still using it, great

[Download to continue reading...](#)

UNLIMITED E-COMMERCE SUPPLIERS SYSTEM: How to find the best products, best prices and best suppliers for your e-commerce store (E-Commerce from A to Z Series Book 2) PRODUCT LISTING FORMULA (FOR YOUR E-COMMERCE BUSINESS): How to Write Amazing Product Listing That Converts Into Paying Customers to Watch ... Finish (E-Commerce from A to Z Series Book 3) Your First E-Commerce Marketing Business: Create a Successful E-Commerce Store via Shopify & Online Garage Selling (2 Book Bundle) Electronic Commerce Strategies for e-Business: Creating Value Through Electronic & Mobile Commerce Concepts & Cases, 3rd ed. Electronic Cigarette: The Ultimate Guide for Understanding E-Cigarettes And What You Need To Know (Vaping Pen, Electronic Hookah, E-Hookah, E-Liquid, Alternative, Juice, G-Pen, Starter Kit) Essentials of Electronic Testing for Digital, Memory and Mixed-Signal VLSI Circuits (Frontiers in Electronic Testing) Encapsulation Technologies for Electronic Applications (Materials and Processes for Electronic Applications) Handbook of Organic Materials for Optical and (Opto)Electronic Devices: Properties and Applications (Woodhead Publishing Series in Electronic and Optical Materials) IEC 61508-7 Ed. 1.0 b:2000, Functional safety of electrical/electronic/programmable electronic safety-related systems - Part 7: Overview of techniques and measures Electronic Document Preparation and Management for CSEC Study Guide: Covers latest CSEC Electronic Document Preparation and Management syllabus. Steam Titans: Cunard, Collins, and the Epic Battle for Commerce on the North Atlantic The Legal

Environment of Business and Online Commerce (7th Edition) Business Law: The Ethical, Global, and E-Commerce Environment Legal Environment of Business: Online Commerce, Ethics, and Global Issues (8th Edition) IPL Cricket and Commerce: An Inside Story Making the Rugby World: Race, Gender, Commerce (Sport in the Global Society) The Mansion on the Hill: Dylan, Young, Geffen, Springsteen, and the Head-on Collision of Rock and Commerce Art, Politics, and Commerce in Chinese Cinema Beauty and Business: Commerce, Gender, and Culture in Modern America (Hagley Perspectives on Business and Culture)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)