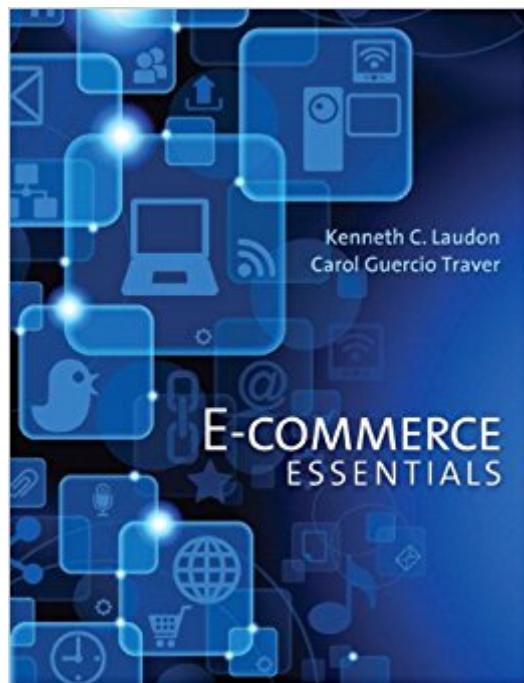


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E-Commerce Essentials



Synopsis

Based on the authors' market-leading E-Commerce. Business. Technology. Society., this brief book offers the same thought-provoking and current content but in a brief format. E-Commerce Essentials emphasizes the three major driving forces behind E-commerce—“technology change, business development, and social issues—to provide a coherent conceptual framework for understanding the field.

Book Information

Paperback: 504 pages

Publisher: Pearson; 1 edition (October 11, 2013)

Language: English

ISBN-10: 0133544982

ISBN-13: 978-0133544985

Product Dimensions: 7.9 x 0.7 x 9.9 inches

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

Average Customer Review: 4.7 out of 5 stars (See all reviews) (9 customer reviews)

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Customer Reviews

This is a required book for a Web business class I am taking. This is the first edition so no older editions at lower prices. Anyway I needed it, so I would have to get it at any price or drop the class, which I don't want to do. Everywhere else had the book for sale for almost \$200, which is way too much. Rental was the only option, and has this one. It is not the lowest price on the market, but I had some Gift Card credits, which made this rental much more affordable. If you can, try to turn in some of your textbooks and use the credit toward those you need for current courses. It's online book shopping the smart way. As for the book, I haven't gone all the way through, but so far the authors seem to have extensive knowledge about e-commerce and the internet as a whole. I am certain I will learn a great deal from this book. I think it's a must read for e-commerce students like me and those who want to start and run a successful web business.

Great book! Easy to understand. Was in good condition and had everything I needed to complete my class on E-Commerce

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