

Electronic Commerce Managerial Perspective Chapter 11

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Dr. Turban is the author of over 100 refereed papers published in leading journals such as Management Science, MIS Quarterly, and Decision Support Systems. He is also the author of 20 books including Electronic Commerce: A Managerial Perspective and Information Technology for Management. He is also a consultant to major corporations worldwide. Dr.

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Solution manual electronic commerce 2018 efrain turban 1. Chapter 1 - Overview of Electronic Commerce Learning Objectives Upon completion of this chapter, you will be able to: 1. Define electronic commerce (EC) and describe its various categories. 2. Describe and discuss the content and framework of EC. 3.

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For undergraduate and graduate courses in Electronic Commerce and Business Issues. The purpose of this No. 1 selling E-Commerce text is to describe the essentials of electronic commerce - how it is being conducted and managed as well as assessing its major opportunities, limitations, issues, and risks. With its managerial orientation and interdisciplinary approach, this book is for beginners ...

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