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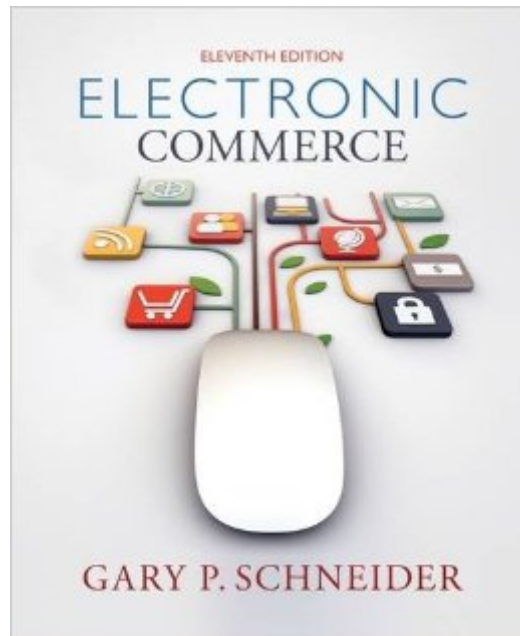# Electronic Commerce

ELEVENTH EDITION

ELECTRONIC
COMMERCE

GARY P. SCHNEIDER

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Synopsis

Packed with real-world examples and business cases, ELECTRONIC COMMERCE, 11E continues to lead the market with its cutting-edge coverage of all things e-commerce. Comprehensive coverage of emerging online business strategies, up-to-the-minute technologies, and the latest developments from the field equips readers with a solid understanding of the dynamics of this fast-paced industry. The new edition offers thorough discussions of e-commerce growth in China and the developing world, social media and online marketing strategies, technology-enabled outsourcing, online payment processing systems, and much more. In addition, "Business Case Approaches" and "Learning From Failure" boxes highlight the experiences of actual companies to illustrate real-world practice in action.

Book Information

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Average Customer Review: 4.4 out of 5 starsÂ Â See all reviewsÂ (14 customer reviews)

Best Sellers Rank: #45,440 in Books (See Top 100 in Books)   #6 inÂ Books > Computers & Technology > Internet & Social Media > E-Commerce   #17 inÂ Books > Business & Money > Management & Leadership > Project Management > Technical   #20 inÂ Books > Computers & Technology > Business Technology > Management Information Systems

Customer Reviews

There is nothing in this text that you can't find pretty easily on the Internet. The information itself is also fairly outdated. I guess it provides some decent "history" of eCommerce from back in the day (dot.com era) if you weren't already privy to that information. I can see why this is mostly a text used by Business School classes... it is not a serious eCommerce book, but more of an "eCommerce for Managers" type of book.If I were serious about learning more about electronic commerce, I would not use this book to do it.

Really enjoying this textbook ... very informative, but deep. It's not light reading, but very interesting!

average textbook. has information, but is dry and occasionally boring reading.

Is a really good book, with a lot of case studies and good information

Yes, Electric Commerce textbook met my expectations. I really enjoy reading it.

Excellent, just what I was hoping for.

Fast shipping. Good quality.

UNLIMITED E-COMMERCE SUPPLIERS SYSTEM: How to the find the best products,best prices and best suppliers for your e-commerce store (E-Commerce from A - Z Series Book 2) How to Start a Electronic Record Label: Never Revealed Secrets of Starting a Electronic Record Label (Electronic Record Label Business Guide): How to ... a Eletr Record Label: Never Revealed Secret ALIEXPRESS E-COMMERCE (2016 Update): Easy Dropshipping System For the Almost Broke E-Commerce Sellers Operation E-Commerce: Start an E-Commerce Business and Quit Your Day Job in 6 Months or Less (3 Book Bundle) Doing business in the information age: Electronic commerce, EDI & reengineering Electronic Commerce Electronic Document Preparation and Management for CSEC Study Guide: Covers latest CSEC Electronic Document Preparation and Management syllabus. EQing Electronic Music: Essential Tips For Producers (Making Electronic Music Book 2) The Complete E-Commerce Book: Design, Build & Maintain a Successful Web-based Business A to Z of EDI and Its Role in E-Commerce Professional E-Commerce with Java Servlets Cyber Commerce Reframing Reengineering Business for Success in the Internet Age : Business-to-Business E-commerce Strategies Beginning ASP.NET E-Commerce in C#: From Novice to Professional (Expert's Voice in .NET) Java Developer's Guide to E-Commerce with XML and JSP Effortless E-Commerce with PHP and MySQL Ancient Maya Commerce: Multidisciplinary Research at Chunchucmil Business Law: Legal Environment, Online Commerce, Business Ethics, and International Issues (9th Edition) Legal Environment of Business: Online Commerce, Ethics, and Global Issues (8th Edition) E-Commerce 2015 (11th Edition)