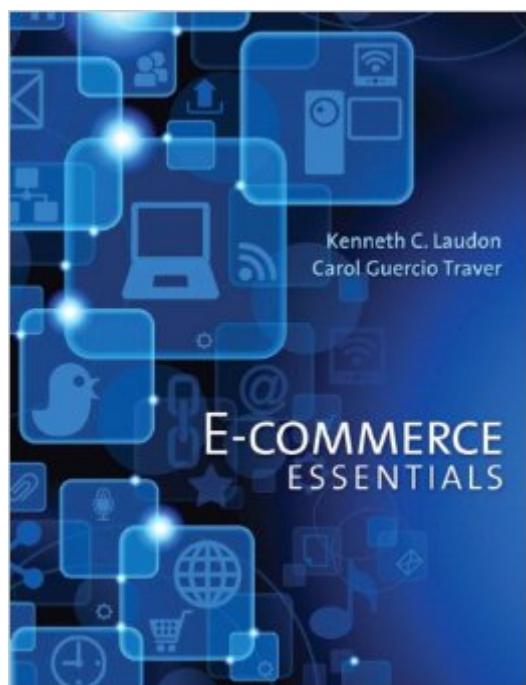


The book was found

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)

Best Sellers Rank: #192,350 in Books (See Top 100 in Books) #40 in Books > Computers & Technology > Internet & Social Media > E-Commerce #547 in Books > Business & Money > Processes & Infrastructure > E-Commerce #4220 in Books > Textbooks > Business & Finance

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

The product was great. But the shipping was too slow. I missed a whole week of class because of it.

Great information and it was exactly what I needed for my college class!

just what i needed for school

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

The Infliction of Commerce: Lean to Swim or Drown in a Sea of Commerce (Contract =Law= Commerce) E-commerce Get It Right! Step by Step E-commerce Guide for Selling & Marketing Products Online. Insider Secrets, Key Strategies & Practical Tips, Simplified for Your Startup & Small Business Modern Essentials Bundle - Modern Essentials *7th Edition* a Contemporary Guide to the Therapeutic Use of Essential Oils, an Intro to Modern Essentials, Reference Card, and Aroma Designs Bookmark Prepper Essentials: Prepper Essentials What Every Survivalist Needs To Know When Building The Ultimate SHTF Stockpile (Survival Handbook, DIY, Emergency ... Essentials Books, Emergency Prepared) E-Commerce Essentials DSP Architecture Design Essentials (Electrical Engineering Essentials) Evernote Essentials: The Basics of the Most Popular Notebook App for Beginners with pics examples:(101 evernote app, evernote, evernote essentials, evernote for beginners, evernote mastery) Packaging Essentials: 100 Design Principles for Creating Packages (Design Essentials) Essentials of Online Course Design: A Standards-Based Guide (Essentials of Online Learning) Essentials for Blended Learning: A Standards-Based Guide (Essentials of Online Learning) Essentials of Lewis's Child and Adolescent Psychiatry (Essentials Of... (Lippincott Williams & Wilkins)) Essentials of WJ IV Tests of Achievement (Essentials of Psychological Assessment) Essentials of WJ IV Cognitive Abilities Assessment (Essentials of Psychological Assessment) Supervision Essentials for the Practice of Competency-Based Supervision (Clinical Supervision Essentials) The Essentials of Massachusetts Mental Health Law: A Straightforward Guide for Clinicians of All Disciplines (The Essentials of Series) Essentials of Trademarks and Unfair Competition (Essentials Series) Respiratory Physiology: The Essentials (Respiratory Physiology: The Essentials (West)) Essentials of Oral Histology and Embryology: A Clinical Approach, 3e (Avery, Essentials of Oral Histology and Embryology) Essentials of Clinical Geriatrics 7/E (LANGE Essentials) 'Essentials of General Surgery, 4th Edition and Essentials of Surgical Specialties, 3rd edition Set

[Dmca](#)