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Laudon's E-Commerce 2016: Business, Technology, Society emphasizes three driving forces behind the expanding field of e-commerce: technology change, business development, and social issues. A conceptual framework uses the templates of many modern-day companies to further demonstrate the differences and complexities in e-commerce today. An in-depth investigation of companies such as Uber ...

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E-commerce business models and concepts -- Part 2. Technology infrastructure for e-commerce -- 3. The Internet and the World Wide Web: E-commerce infrastructure -- 4. Building an e-commerce web site -- 5. Security and encryption -- 6. E-commerce payment systems -- Part 3. Business concepts and social issues -- 7. E-commerce marketing concepts -- 8.

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Laudon & Traver, E-commerce 2018, 14th Edition | Pearson

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Ken's E-commerce, Business, Technology, Society 9th edition (Ken Laudon and Carol Guercio Traver, Pearson Prentice Hall) is the most widely adopted e-commerce textbook in the world. It has been translated into six languages, and has a global edition as well.

Prof. Ken Laudon - NYU Stern School of Business

For undergraduate and graduate courses in business. Understanding The Vast And Expanding Field of E-Commerce. Laudon's E-Commerce 2016: Business, Technology, Society emphasizes three driving forces behind the expanding field of e-commerce: technology change, business development, and social issues. A conceptual framework uses the templates of many modern-day companies to further demonstrate ...

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