

<<Electronic Commerce->>

图书基本信息

书名：<<Electronic Commerce-A Perspective from China-电子商务-中国视角>>

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## 内容概要

本书将宏观描述与战略分析、网络技术、商务模式、电子商务运作和配套服务融为一体，形成了关联密切的电子商务理论体系，有利于学生对电子商务形成系统的认识。

本书主要内容包括认识电子商务、电子商务发展战略、网络技术基础、电子商务网站建设、网络商务信息的收集与整理、

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编辑推荐

杨坚争主编的《电子商务》内容介绍：This book is devoted to the situation of E-commerce development, theory and practice in China. As we enter the 21st century, we experience a significant change in our lives --the move to an Internet-based society. Electronic commerce (E-commerce), as one of the most important applications of Internet, plays an increasingly important role in the emerging market.

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