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Electronic Commerce is a complete introduction to the world of electronic commerce, including balanced coverage of technical and business topics. Case studies and plentiful business examples complement conceptual coverage to provide a real-world context. Implementation strategies are analyzed, using examples of both successful and unsuccessful implementations.

Packed with cutting-edge coverage, the first Europe, Middle East & Africa edition of E-Business equips students with a solid understanding of the dynamics of this fast-paced industry. By detailing how the landscape of online commerce is evolving, this market-leading text delivers comprehensive coverage of emerging online business strategies and technologies in the electronic commerce marketplace.

NEW PERSPECTIVES ON THE INTERNET has been updated to cover the newest releases of the three main web browsers including Internet Explorer 9, Mozilla Firefox 4, and Google Chrome. With the New Perspectives critical-thinking, problem-solving approach, students will learn basic to advanced features of the Internet from Browser Basics to Electronic Commerce. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

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Annotation Digital Economy provides information about the socioeconomic aspects of the digital economy. This set of eighteen essays covers the effects of digital economy on business transactions, technology and culture, as well as on education. It also covers various aspects of global production, trade, and investment and the effects of the Internet.

Part of the New Perspectives Series, this text provides an excellent introduction to e-commerce. Using a case-based approach, readers learn the fundamentals of e-commerce through real-life business scenarios.

Part of the New Perspectives Series, this text provides an excellent introduction to e-commerce using a case based, problem-solving approach.

#LikeLoveFollow Stephanie Abrams and Courtney Spritzer knew even in the earliest days of Facebook the undeniable truth of today's business world—social media could be your greatest marketing tool. Do you have the network to grow and expand your client base? Let these two entrepreneurial and technology-savvy women teach you how to take your business or brand to new heights using tried and true methods from their own personal successes. This book is a slice of their personal triumphs and serves as a small effort to pay-it-forward to their strong network of supporters, as well as to empower a new age of entreprenistas.

Print Letters in Seventeenth-Century England investigates how and why letters were printed in the interrelated spheres of political contestation, religious controversy, and news culture—those published as pamphlets, as broadsides, and in newsbooks in the interests of ideological disputes and as political and religious propaganda. The epistolary texts examined in this book, be they fictional, satirical, collected, or authentic, were written for, or framed to have, a specific persuasive purpose, typically an ideological or propagandistic one. This volume offers a unique exploration into the crucial interface of manuscript culture and print culture where tremendous transformations occur, when, for instance, at its most basic level, a handwritten letter composed by a single individual and meant for another individual alone comes, either intentionally or not, into the purview of hundreds or even thousands of people. This essential context, a solitary exchange transmuted via print into an interaction consumed by many, serves to highlight the manner in which letters were exploited as propaganda and operated as vehicles of cultural narrative.

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