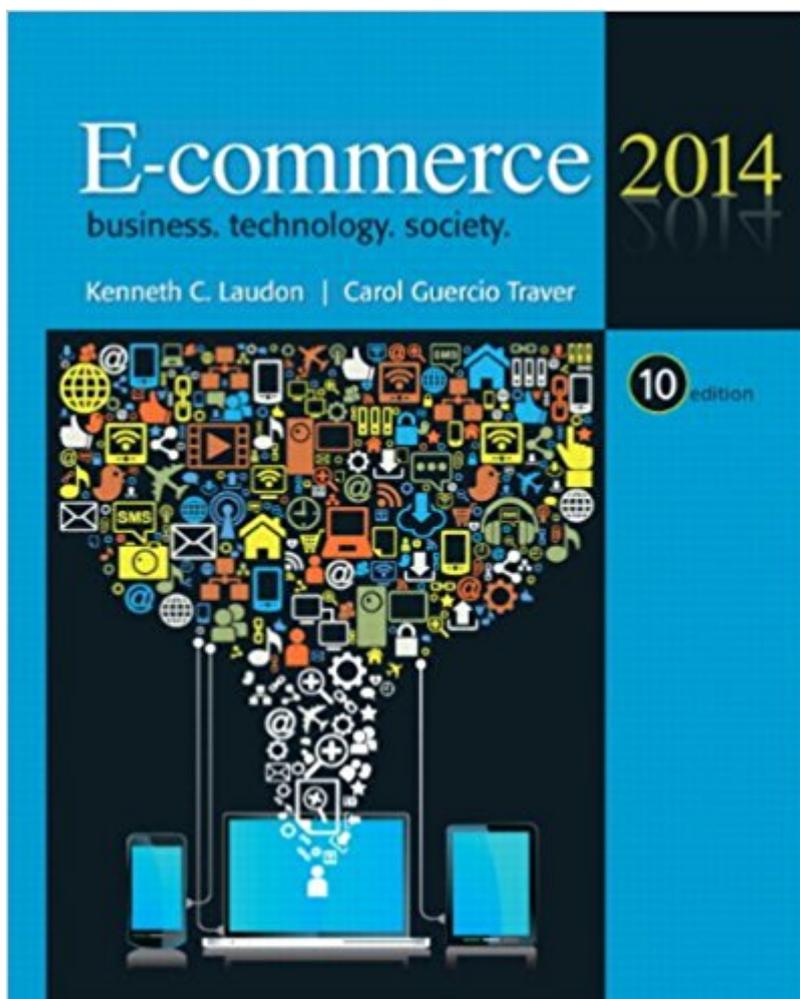


The book was found

E-Commerce 2014 (10th Edition)



Synopsis

This comprehensive, market-leading text 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

Hardcover: 912 pages

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Product Dimensions: 8.2 x 1.5 x 9.9 inches

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Average Customer Review: 3.6 out of 5 stars— See all reviews— (21 customer reviews)

Best Sellers Rank: #126,111 in Books (See Top 100 in Books) #22 in Books > Computers & Technology > Internet & Social Media > E-Commerce #376 in Books > Business & Money > Processes & Infrastructure > E-Commerce #2828 in Books > Textbooks > Business & Finance

Customer Reviews

Not only was the class interesting but the textbook was loaded with insightful information. There was no fluff and the format was designed extremely well. My class was accelerated (one month long) so I had trouble at times keeping up with the reading but I enjoyed every page of it. The range of subject areas was also superb. The ratio of text, tables, and graphs was perfect which made for easier reading. This was definitely one of the best textbooks I've read up to this point.

I got the global edition for a class. The information is valuable and the text well written. The textbook layout is awful. Very little is broken into sections, and you get long, long, long blocks of texts in long, long chapters. As a designer, I studied textbook format, and this isn't the way to do it.

Although this text may be too lengthy at times, it had extremely recent information and used lots of current examples to convey their points. So it kept me interested most of the time. Learned much about how the real e-commerce world works. I'll be able to carry this knowledge well into the future.

Sold me the old version at top dollar. The version was identical until half way through our

curriculum. I did not realize until professor assigned a case study that was only in the latest version. When I researched, I asked if I could exchange old for recent. Answer was no - you have to pay full price for the new.

Of course this book was for a grad school course. I would not buy this just to read! But, given it was required for my school, it is a pretty good book. There is a lot of great information pertaining to e-commerce and the success and failures of it.

Great book ! In-depth introduction to e-commerce with list of learning objectives and related real-life cases. Also updated data, figures and tables from business intelligence companies and other industry sources !

It can not be loaded to android or to a windows 8 computer?!! AYFKM?! Pow! You hear that? That was my mind being blown by a total SNAFU. , you're usually much better than this. In all sincerity, this really put a major crimp in my month. I'm not sure how I will get the book in time now for assignments that are due starting next week. You take a month to ship out school books that are needed immediately and you offer no REAL expedited services.

Good foundation for e-commerce. It goes over the history of the internet, some of the technicalities of infrastructure, and also goes over ethics, legal, etc. associated with e-commerce.

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