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E-commerce Essentials. Kenneth C. Laudon, Carol Guercio Traver

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Kenneth C Laudon Carol Guercio Traver New York University Azimuth Interactive, Inc PEARSON Prentice Hall Prentice Hall, Upper Saddle River, New Jersey 07458 Contents PARTI Introduction to E-commerce THE REVOLUTION IS JUST BEGINNING 1-1 Learning Objectives 1-1 MySpace and Facebook: It's All About You 1-2 11 E-commerce: The Revolution Is Just

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the future of e-commerce in the United States and key findings from comScore's 2012 US Digital Future in Focus L=3:49 case

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CS839 Web Intelligence and Electronic Commerce (Fall 2012)

Textbook: Kenneth Laudon and thCarol Traver, E-Commerce: Business, Technology, Society (8 Edition), Pearson 2012, ISBN13: 978-0-13-801881-8 There is no specific textbook required for Web Intelligence part Additional References: There are many excellent Ecommerce textbooks available,

and you may also find them useful for reference

E-commerce: Business, Technology, Society, 2009, Kenneth C ...

E-commerce: Business, Technology, Society, 2009, Kenneth C Laudon, Carol Guercio Traver, 0135027144, 9780135027141, Pearson Education, Limited, 2009

E-commerce 2014

E-commerce 2014, Global Edition, 10/e Table of Contents Cover Title Contents 1 INTRODUCTION TO E-COMMERCE Learning Objectives Puma Loves Social, Mobile, Omni 11 E-commerce: The Revolution Is Just Beginning The First 30 Seconds What Is E-commerce? The Difference Between E-commerce and E-business Why Study E-commerce?

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