



Electronic Commerce

By Munesh Chandra Trivedi

Jaico Publishing House, Delhi, India. Softcover. Book Condition: New. Acceptance and implementation of e-commerce and e-business technologies has brought about a major transformation in the way business is being carried out by organizations. Today, almost all pioneering and successful organizations have incorporated electronic commerce technologies in their business practices. The continuing convergence of modern updated technologies in telecommunication and computing has helped significantly in getting easy access to information stored on networks through desktop and mobile devices. This book gives an introduction to e-commerce, followed by a detailed, analytical explanation of management issues and concerns affecting e-commerce in various business arenas. Students pursuing MBA will find a veritable resource in this book for any course in E-Business or E-Commerce they are most likely to take. The book will also be suitable for students pursuing MCA and B.Tech. programs for courses on electronic commerce. Key Features Provides detailed discussion on technology-based application of e-commerce from various perspectives, in various facets of business In depth discussion on issues related to web/network security and e-payment Separate chapter on legal issues of e-commerce. Printed Pages: 404.



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