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Electronic Commerce Strategy

David Whiteley: E-Commerce- Strategy technologies and Applications, Tata Mc-Graw Hill 5. C.S.V.Murthy: E-Commerce- Concepts, Models & Strategies, Himalaya Publishing house 6. Kamalesh K Bajaj & Debjani Nag: E-Commerce, the Cutting Edge of Business- Tata McGraw-Hill 7. Perry: E-Commerce, Thomson Publications . E-commerce, short for electronic commerce, is trading in products or services using ...

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Introduction to E-Commerce

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Commerce vs e-commerce : vers un e-commerce tout puissant

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