

Electronic Commerce, Sixth Edition



Electronic Commerce, Sixth Edition, by Gary Schneider, builds on the success of previous editions by detailing how the landscape of online commerce is changing and evolving. Reflecting changes in the economy and how businesses are responding, this text emphasizes revenue and transaction cost reduction models as an alternative to the older ideas of business models. Readers become aware of the latest technological developments, including increased coverage of wireless technology (m-commerce). The pedagogical value of this new edition is enhanced through a fresh 2-color interior, new and updated material that balances the technological with the strategic aspects of successful e-commerce, and a new, real-world case study, maintaining a clear business focus.

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