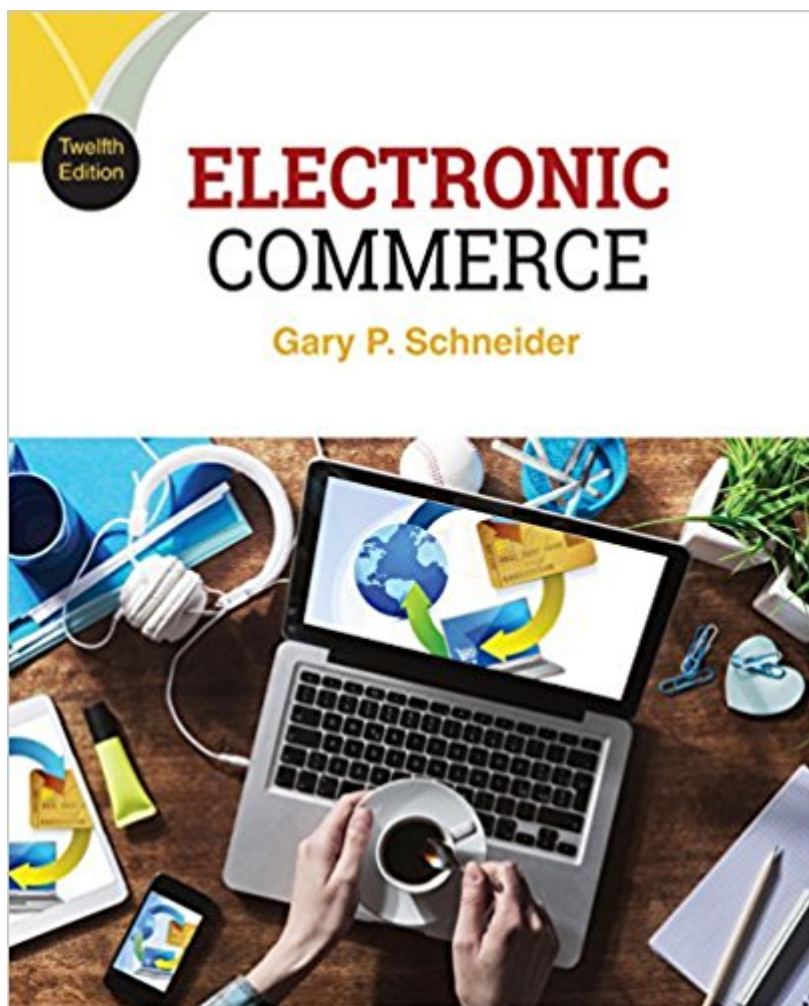




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Electronic Commerce



Synopsis

Introduce the latest developments in online business with the cutting-edge coverage, real examples, actual business cases, and hands-on applications found in the market-leading **ELECTRONIC COMMERCE**, 12E. This edition provides comprehensive coverage of emerging strategies, up-to-the-minute technologies, and the latest market developments. Students gain an understanding of the dynamics within this fast-paced industry as the book balances technological issues with the strategic business aspects of successful e-commerce. Content addresses e-commerce growth in the rapidly-developing economies of China, India, and Brazil and examines social media and online marketing strategies, technology-enabled outsourcing, and online payment processing systems. New "Learning From Failure" features draw important lessons from the experiences of actual companies. Cases featuring real company situations provide the basis for class presentations, case discussions, and extended written assignments.

Book Information

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Customer Reviews

Gary Schneider is a Professor of Accounting at California State University Monterey Bay. He previously held teaching appointments at Quinnipiac University, the University of San Diego, the University of Tennessee, and Xavier University. The author of more than 50 books and 100 research papers, Dr. Schneider has written extensively on accounting and information systems topics with his work appearing in such journals as *Accounting Horizons*, *Interfaces*, the *IS Audit &*

Control Journal, and the Journal of Information Systems. His books have been translated into Chinese, French, Italian, Korean, and Spanish. A CPA who practiced public accounting in Ohio for 14 years before undertaking his academic career, Dr. Schneider holds a Ph.D. in accounting information systems from the University of Tennessee, an MBA from Xavier University, and a BA in economics from the University of Cincinnati.

A requirement for my class, and certainly a helpful book - but be prepared for some dry reading spots, exploding with useful information you may have to read and re-read a few times.

Very helpful and in depth look at Electronic Commerce.

good

still using it, great

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