Electronic Commerce: Framework, Technologies, and Applications
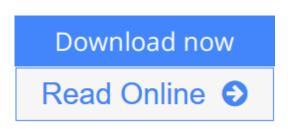
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Electronic Commerce: Framework, Technologies, and Applications By Bharat Bhasker

Electronic Commerce draws on technologies such as mobile commerce, electronic funds transfer, Internet marketing, Online Transaction Processing (OTP), Electronic Data Interchange (EDI), inventory management systems and automated data collection systems. The new edition brings to the fore all these as well as the latest in the subject.

Written in a simple style, the text helps the reader to understand the concepts and the Indian perspective provides that added impetus that brings clarity.

Salient Features:
New chapter on Intranets and Supply-Chain Management
Discussion on contemporary concepts such as Web 2.0 based Social Networking platforms for Social Media and Electronic Retailing (E-tailing) among others
Comprehensive write-up on Cyber-Laws that govern Electronic Commerce on the Online Learning Centre

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