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Dr. Ravi Kalakota is a pioneer in the area of e-commerce. He is the CEO of e-Business Strategies, a technology research and consulting practice, and has consulted extensively with start-ups and Fortune 1000 companies.

Kalakota & Whinston, Frontiers of Electronic Commerce

E-commerce is changing the way of doing business. The objective of this chapter is to get the students acquainted with the basic concept of E-commerce. This chapter highlights the basic elements e-commerce, the difference between traditional and electronic business. After reading this chapter, you will be able to:

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Frontiers of Electronic Commerce is the complete introduction to many facets of electronic commerce, and makes use of today's technology to solve business communications and computer-intensive business problems.

Frontiers of Electronic Commerce: Ravi Kalakota, Andrew B

Shelves: non-fiction, i-have, electronic-commerce, business This book provides thorough coverage on most things relating to electronic commerce. When I was using it for university, some of the chapters are slightly outdated though.

Frontiers of Electronic Commerce by Ravi Kalakota

Text Books : 1.Frontiers of electronic commerce “ Kalakota, Whinston, Pearson 2. E-Commerce, S.Jaiswal “ Galgotia. E COMMERCE SCCE_CSE Page 3 Unit- I 1. Introduction: “ It is a general concept covering any form of business transaction or information exchange ...

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