Abstract
For undergraduate and graduate courses in business. Understanding The Vast And Expanding Field of E-Commerce
Laudon's E-Commerce 2016: Business, Technology, Society emphasizes three driving forces behind the expanding
field of e-commerce: technology change, business development, and social issues. A conceptual framework uses the
templates of many modern-day companies to further demonstrate the differences and complexities in e-commerce
today. An in-depth investigation of companies such as Uber, Pinterest, and Apple kick-off the course while preparing
students for real-life scenarios. In the Twelfth Edition, Laudon and Traver add new or update existing case studies to
match developments in the e-commerce field as they exist in today's tech world. They built in additional video cases
for each chapter, making the material even more accessible to students as they prepare for their future roles in
business.

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