

# E-business Fundamentals - Paul Jackson

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"eBusiness Fundamentals" gives a broad overview of key eBusiness issues from both managerial and technical perspectives by introducing issues of marketing, human resource management, ethics, operations management, law, the eBusiness environment, web site design and computing basics. Each chapter has been written by a specialist. Throughout the text there are activities, 'think-points' and questions with indicative feedback to test understanding and provide an inclusive learning experience. The accompanying online resources will update the text with additional case studies and links to web based material. This text will be invaluable to students on eBusiness courses but also to students taking modules in eBusiness as part of traditional degrees in Business, Marketing, Computing and Information Systems. Words: courses business, degrees online Author: Jackson, Paul Publisher: Routledge Illustration: N Language: ENG Title: e-Business Fundamentals Pages: 00000 (Encrypted PDF) On Sale: 2003-05-29 SKU-13/ISBN: 9780415255943 Category: Business & Economics : Economics - General

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